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Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

NEW YORK
330 WEST
FORTY-
SECOND ST.
BR. 9-6432

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Rough Proofs

"The high level of profits of established stations," comfortably remarks the FCC, "will stand a certain amount of diversion to new stations."

Now all the new stations have to do is to divert it.

▾ ▾ ▾

"Are women drinking too much?" was the subject of an article in *Woman's Home Companion.* Most of the bartenders researched on this subject by Rough Proofs said yes.

▾ ▾ ▾

The Bureau of the Census, noting the way in which pay checks of so-called wage earners have expanded like bubble gum, has upgraded the group by designating them as production workers.

▾ ▾ ▾

Gladys, the beautiful receptionist, says she's always glad to get a raise, and she wonders why so many business men are apologizing for making more money this year.

▾ ▾ ▾

A recent *Philadelphia Inquirer* promotion ad used an illustration which prompted the query from several young old-timers, "What ever became of the man who used to hold up his sleeves with garters?"

▾ ▾ ▾

Add to your man-bites-dog collection Nash's painted bulletin addressing this message to the outdoor plant operators of America: "Thanks for everything."

▾ ▾ ▾

Fred Allen will be broadcasting for the Ford dealers after January 4, but he hopes Charlie McCarthy will continue to be neighborly enough to drop in occasionally.

▾ ▾ ▾

"Your ads will rate high not only with Starch," promises a certain magazine, "but with your sales department."

Sometimes there's a difference?

▾ ▾ ▾

Station WAVE says it hasn't heard a breath from the natives of Windyville.

Had any reverberations from Mammoth Cave's Echo river?

▾ ▾ ▾

A news story talks about a "fortuitous tie-in" with a motion picture company, but leaves you wondering whether it was fortuitous or really planned that way.

▾ ▾ ▾

"Matches are a major medium," asserts National Match Book Advertising, Inc., leaving it to the salesman to prove to you that it's really hot.

▾ ▾ ▾

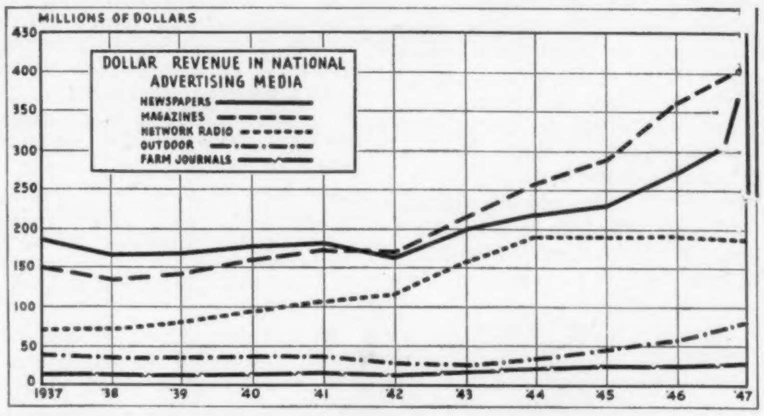
"We are not afraid to talk money if you have the stuff," says an advertising agency to prospective account executives.

Might as well be blunt about it—the money will talk sooner or later, anyway.

▾ ▾ ▾

Don't complain any longer that you can't get a car. Rolls-Royce stands ready to take care of you at any time with a little job costing only $18,450, delivered.

COPY CUB.



RECORD AD REVENUE—The Bureau of Advertising, ANPA, estimates the total 1947 revenue from national advertising in newspapers, magazines, network radio, outdoor and farm journals at $1,074,000,000—more than double the 1937 total. Annual figures for the five media are shown here.

$372,000,000 National Volume Seen for Dailies

Britain to Allow Only Half Credit on Ad Expenditure

New Tax Plan Will Make Advertising 50% Deductible

CHICAGO—The proposed new British tax plan, which among other things will permit only half of any company's advertising expenditures to be deducted as a business expense for tax purposes, will have a serious but not necessarily profound effect upon British advertising volume, in the opinion of E. Searle Austin, editor of *Advertiser's Weekly,* London advertising publication.

Reached on the transatlantic telephone Thursday, Mr. Austin said that while it was too early to evaluate the effects of the tax plan completely, he did not anticipate any drastic curtailment in advertising. "The problem here," he said, "is that no one is able to get anything like the quantity of advertising which he orders, and it seems to be that this condition of lack of facilities will not be much

(*Continued on Page* 85)

Liquor Ad Copy

gets a once over lightly in 'Ad-libbing,' Page 12. Other features:

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BofA Revises Earlier Estimates for 1947; Raps MAB Figures

NEW YORK—A mere matter of $77,000,000 separates the estimates of the Magazine Advertising Bureau and of the Bureau of Advertising, American Newspaper Publishers Association, on the total volume of national advertising in daily newspapers in 1947.

MAB estimated the newspapers' national advertising figure (AA, Nov. 3) at about $295,000,000.

The ANPA bureau—revising upward its September estimate of $350,000,000—now figures the newspapers' national advertising volume at its current rate will amount to $372,000,000 for the year, according to Alfred B. Stanford, national director.

This is an increase of 38% over the bureau's estimate of $270,000,000 for "national" (combining the general and automotive groups) in newspapers in 1946.

The $295,000,000 which MAB estimates for the newspapers for

(*Continued on Page* 82)

Brand Promotions Give Kroger Record Sales

API Board Boosts PR Expenditures to $1,855,000

Plans to Stimulate Grass Root Support of Industry Program

CHICAGO—The American Petroleum Institute boosted its public relations budget from $1,000,000 to $1,855,000 at its 27th annual meeting here last week.

Shocked into action last year by the results of a survey conducted by Opinion Research, Inc., Princeton, N. J., the industry members at that time contributed $1,000,000 to comb[illegible] misconceptions and misinforma[illegible]n" about the industry.

The poll had [illegible]hown that 33% of the American [illegible]eople considered the oil industr[illegible] monopoly and 28% weren't su[illegible]; that 25% believed that oil companies hold back product improvements and, that in a ratio of two to one, Americans believed that oil marketers got together to fix prices.

Last week, industry members took stock of the achievements of the first year's program, endorsed the conduct of it and decided to almost double the budget. Approximately $350,000 had been spent by API's public relations committee for national advertising.

Will Add to Media List

The new expenditure will be closer to $600,000 and *The American Weekly* and *This Week Magazine* probably will be added to the media list which now includes *Collier's, Life, Look* and *The Sat-*

(*Continued on Page* 81)

Grocery Chain Goes All Out in Support of Advertised Goods

By S. R. BERNSTEIN

CINCINNATI—A year ago Joseph B. Hall, president of the Kroger Company, told the annual meeting of Grocery Manufacturers Association that Kroger was going to place as much emphasis on selling as on buying; that it intended to cater entirely to "the people's choice"; that its buyers and sales promotion people had been combined to become merchandisers, and made responsible for the sale as well as the purchase of the commodities they handled; that from here on out Kroger was interested in selling merchandise—any kind of merchandise—rather than private brand merchandise.

Mr. Hall said that while the company was not dropping private brands, it was consolidating them under the single Kroger label; but that it no longer kept books on "Kroger" and "outside" brands, and that merchandisers were being made responsible for *total* product sales, without reference to whether the sales were of Kroger or other brands.

This was cheering news to the manufacturers of brands who comprise GMA. It meant that the country's third largest grocery chain, in sales volume, was going to give national brands an even chance to win the customer's favor. It meant something approaching a revolutionary concept of national brand handling by a big chain. It could be wonderful. But a good many GMA'ers wondered privately if it was just pleasant talk.

Comes With Figures

Last Wednesday Joe Hall was back again on the GMA rostrum in New York. But this time he addressed few skeptics. Every listener knew that Joe Hall and Kroger had not only carried out the implications of his previous year's talk, but in fact had gone far beyond what any national brand owner would have dared to hope. Joe Hall was back, not to convince anyone of the sincerity of his stand, but to report results from his company's actions.

Since his last appearance before the grocery manufacturers, Kroger had carried out two promotions unprecedented in the chain grocery field, promotions which almost literally took away the breath of brand products sales and advertising managers who couldn't believe the evidence of their senses.

Late in April Kroger spent two weeks hammering away hard, with full pages in newspapers, radio, banners, posters and a host of other promotional material, on the theme that the 2,545 Kroger stores in 18 states were headquarters for the nationally known grocery products advertised in *Life.* *Life* got the biggest free ride, but there was also plenty of extra promotion for those food

(*Continued on Page* 54)

Last Minute News Flashes

Peach Growers, National Biscuit Push Dessert

SAN FRANCISCO—Cling Peach Advisory Board will spend $60,000 between Nov. 23 and Dec. 5 for the California fruit cocktail, advertising the product for a new dessert, the fruit sundae pie. Full-color 1,000-line ads are scheduled in *The American Weekly* and the Metropolitan Group, and full-color and black-and-white space in 27 other newspapers. In addition, the dessert will be promoted on National Biscuit Company's segment of "Paul Whiteman's Club" on ABC, as a tie-in with NBC's Honey Maid graham crackers. Agency is Batten, Barton, Durstine & Osborn, San Francisco.

Toy Makers Schedule Christmas Ads

NEW YORK—Lionel Corporation is spending $185,000 on model train advertising this year with copy in *Collier's, Liberty, Life, Look, National Geographic, This Week, Time* and newspapers. Christmas toy ads also have been scheduled by American Toy Institute in *Parents' Magazine* and *The Saturday Evening Post* and by A. C. Gilbert Company, New Haven, in *Life,* the Youth Group magazines and newspapers. Lionel agency is Reiss Advertising; Gilbert's Charles W. Hoyt Company, and the institute's, Roy S. Durstine, Inc.

Tucker Car Gets First Magazine Play

CHICAGO—A spread in the Nov. 15 *New Yorker* marked Tucker Corporation's first use of magazines. The series of public relations ads reporting on company progress will continue with pages in late November issues of *Collier's, Life, The Saturday Evening Post* and *Time,* plus the January issue of *Pic.* Plans for 1948, while not completed, call for newspaper and magazine copy to continue in the same vein until early summer, when cars are rolling off the assembly line in quantity.

(*Additional News Flashes on Page* 87)

Lustron, 3 AFL Building Trades Agree on Prefabs

CHICAGO — Lustron Corporation announced here last week that it has reached agreement with AFL building trade unions on reduction of the number of crafts required in home construction, indicating a major change in the AFL attitude toward prefabricated housing.

Lustron has signed a two-year agreement with the carpenters, plumbers and electricians unions under which the Columbus, O., company will use these three crafts alone to make its porcelain enamel steel houses. About 30,000 will be made annually, starting next spring.

Richard Gray, president of the AFL building trades council, said here that he expects glaziers and other building trade unions to go along. He said the Lustron agreement probably will not result in jurisdictional strikes.

STOCK CUTS

Complimentary 144-page Handbook of top illustrations to Printing and Advertising Executives. Write on business letterhead.

STIVERS STUDIO
113 New Montgomery St.
San Francisco 5, California

Names Stanfield Agency

Harold F. Stanfield Ltd., Montreal, has been named to handle the advertising of a new perfume atomizer for women, manufactured by the Delan Mfg. Company, Montreal. Newspapers across Canada will be used, supplemented by direct mail to dealers and a four-page trade insertion.

Appoints England

W. Robert England, formerly district traffic manager in Seattle for Northwest Airlines, has been named traffic and sales manager of the West Coast Airlines, Seattle.

FCC Report Shows Costs Cut Profits of Radio Stations

WASHINGTON — Standard broadcast station operators learned officially from the FCC Wednesday what their accountants have been telling them right along—that increasing costs in 1946 ate sharply into lush operating profits enjoyed during the wartime boom.

Instalments of the commission's annual report on station finances released last week show broadcast income before federal income taxes for eight networks and 1,025 stations for 1946 down 8.5% despite valiant gains in revenue from local advertising.

In all, standard broadcast revenue hit $322,500,000, up 7.7% over the previous year's $299,300,000. But broadcast expense hit $246,000,000, more than 14% over 1945's $215,700,000. Income before taxes in 1946 was $76,400,000, compared with $83,500,000 in 1945.

Covers 831 Stations

For comparative purposes, FCC offered an analysis of 831 stations which had reported in both years. Its figures consistently show big clear channel and regionals losing ground.

Local full-time and part-time, numerically more than half the stations, presented a much brighter picture. Average revenue for 416 local unlimiteds increased 16.47% in a year; the 52 non-affiliates in the local group built income before taxes by 28.4%.

Increase in broadcast revenues is traceable almost entirely to a spurt in non-network sales, up 13% from 1945. Sales of network time were up negligibly—less than half of 1%.

Of the two types of non-network sales, the larger increase was registered in sales to local advertisers, which rose 17% over 1945. Non-network sales to national and regional advertisers increased 8%.

Non-network time sales totaled $199,000,000 in 1946, compared with $176,000,000 in 1945. Network time sales were $134,700,000, from $133,900,000.

Although the industry as a whole was off 8.52% in income before taxes, the blow was most severe on the networks and their 29 owned and operated stations. With revenue up less than 1%, rising costs squeezed broadcast income of this group 16.18% below 1945.

The 996 "other stations," which includes virtually all the locals, were able to boost revenues 11.22% during the year, and hold the broadcast income within 5.59% of 1945.

Classes Lined Up

Stacking reports from 831 stations for 1946 against their 1945 figures, FCC found that 40 big 50 kw clears were down an average of 13.55%; the 26 five to 20 kw clears, down 27.72%; 278 regionals down 5.24%; 47 regional part-times down 12%; 416 full-time locals up 16.47% and 18 part-time locals up 48.67%.

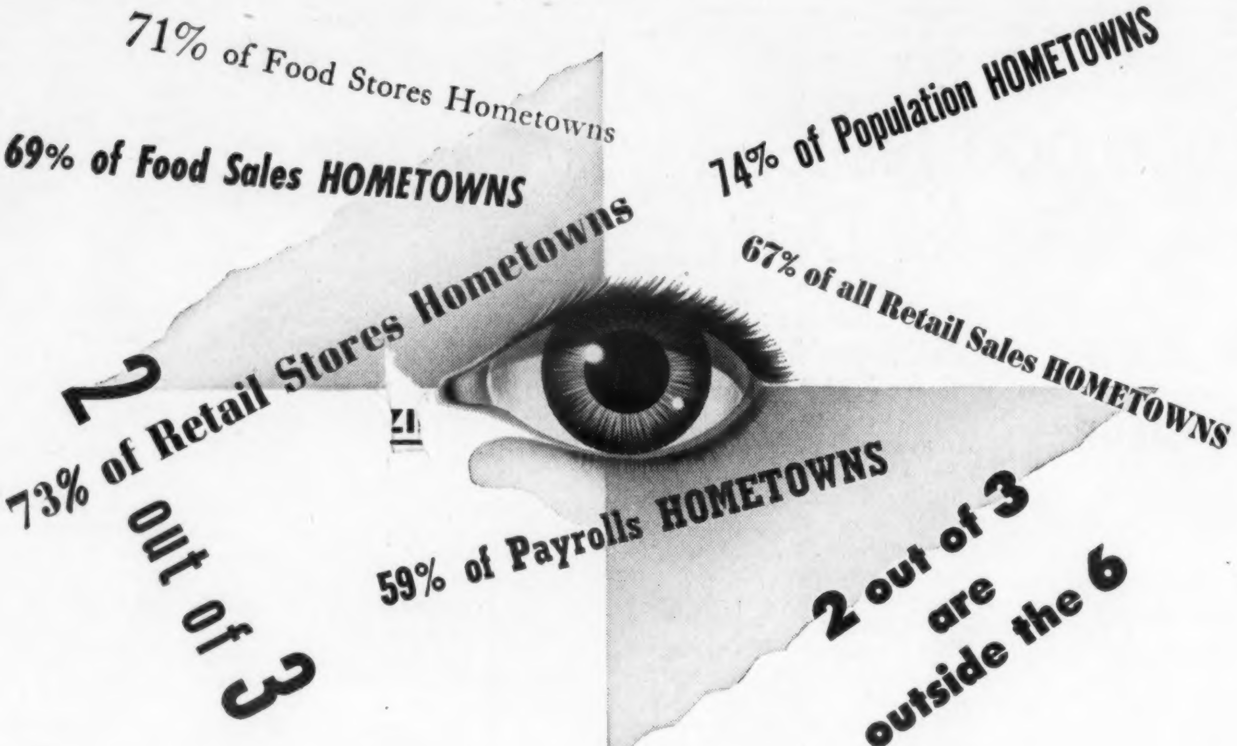
Where 253 network outlet regionals fell 6.48% behind the previous year, 25 non-network regionals were up 26.67%. Similarly, 364 network affiliate locals gained 15.48%, while 52 non-affiliates gained 28.4%. On the other hand, 20 affiliated part-time regionals lost only 1.3%, but 2 non-affiliated part-time regionals lost 18.9%.

FCC found that distribution of revenues and incomes as between networks and stations varied only slightly from 1945, with approximately one-third of the industry's revenues and one-fourth of the industry's income accruing to the eight networks and their 29 owned and operated stations. The remainder was shared by almost 1,000 other stations.

Figures show only fractional changes in commissions to agencies, representatives, brokers and others. In all, commissions amounted to $45,500,000, compared with $44,000,000 in 1945. Fees for obtaining talent were up from $16,000,000 to $17,000,000. Breakdowns show over $9,500,000 of agency commissions paid by 7 clear channel stations; $11,000,000 by the 378 regionals and $2,600,000 by the 562 locals.

Traffic Heads Elect

Robert Maguire, of Atlantic Refining Company, has been elected president of the Commercial Traffic Managers of Philadelphia. Other officers elected are J. F. Kuehnhold, Sears, Roebuck & Co., vice-president, and E. D. Heilbrun, the Budd Company, secretary-treasurer.


71% of Food Stores Hometowns
69% of Food Sales HOMETOWNS
74% of Population HOMETOWNS
73% of Retail Stores Hometowns
67% of all Retail Sales HOMETOWNS
2 out of 3
59% of Payrolls HOMETOWNS
2 out of 3 are outside the 6

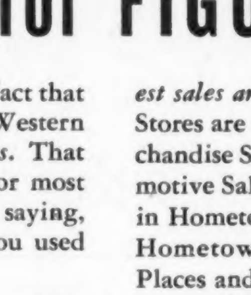
an eye for FIGURES?

Of late we've pounded away at the fact that ⅔ of the total retail sales in eleven Western States are *outside the six largest cities.* That one figure ought to be enough. It is for most people. But some folks may have been saying, "What's become of all those figures you used to throw at us?"

So, here you are. We've plenty of 'em. Take your pick. With $5,726,300,000 retail sales, the eleven Western States are *America's third greatest sales area.* 76% of the General Merchandise Stores are in Hometowns. 51% of General Merchandise Sales are in Hometowns. 73% of Automotive Sales and 84% of Automotive Stores are in Hometowns. 65% of Drugstore Sales are in Hometowns. 72% of Eating and Drinking Places and 52% of Apparel Sales are in Hometowns. All these figures indicate a Hometown Market, a market that is covered only by the Hometown Daily Newspaper.

Over 90% of the 5,687,000 total circulation of all daily newspapers in the eleven Western States is confined to the city and retail trading zones in which they are published.

Your advertising is part of the Hometown news that everybody wants to read as well as the latest news of the world.



THIS WESTERN HOMETOWN MARKET IS AMERICA'S THIRD GREATEST SALES AREA

Only THE HOMETOWN DAILY NEWSPAPER *covers this Primary Market*

For complete information write to

Hometown Daily Newspaper Publishers— 625 Market Street, San Francisco 5, California

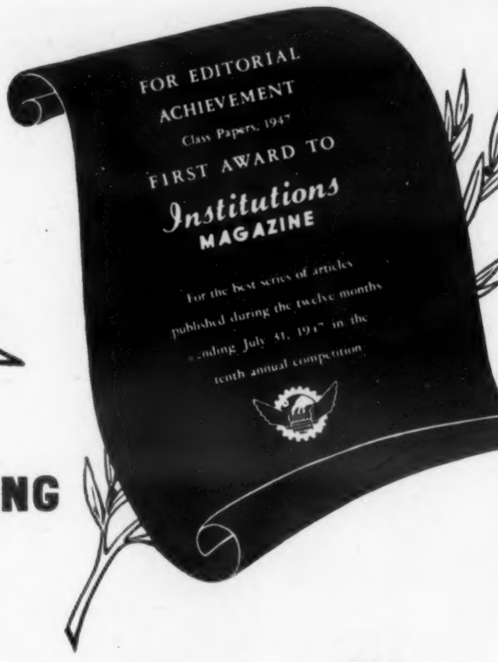
For over 59 years

●

Cantine's Coated Papers

AT LEADING PAPER MERCHANTS
THE MARTIN CANTINE COMPANY
SAUGERTIES, N. Y.
Specialists in Coated Papers since 1888

FIRST AWARD
AND WHY IT IS OF
FIRST IMPORTANCE
TO MANUFACTURERS WITH PRODUCTS FOR THE INSTITUTIONAL FIELD


FOR EDITORIAL
ACHIEVEMENT
Class Papers, 1947
FIRST AWARD TO
Institutions
MAGAZINE

For the best series of articles
published during the twelve months
ending July 31, 1947 in the
tenth annual competition

TOP HONORS FOR OUTSTANDING EDITORIAL ACHIEVEMENT!

A jury consisting of nationally recognized top-flight advertising men have selected INSTITUTIONS Magazine for highest honors in a competition recently completed. Over 600 entries from the nation's leading business and mass consumer magazines bid for this recognition.

This is called to the attention of all manufacturers who have products applicable to mass feeding and housing in hotels, hospitals, restaurants, schools and other types of institutions. The organization, teamwork and attention to long range objectives which have made possible the winning of this editorial award are the same prime requisites of success which must be provided by a publication if the advertising carried in it is to be of greatest benefit to its advertisers. All of these have been made available to manufacturers with products for the huge institutional market.

This market is over 11 billion dollars in size. It presents a tremendous demand for items ranking from food and food service equipment to housing and building products. The more than 50,000 readers of INSTITUTIONS Magazine are those who buy and specify the vast quantities and varieties of products and materials used in the building, operating and maintaining of institutions in all parts of the country.

INSTITUTIONS Magazine is the only publication reaching all segments of the institutional field. Consult your advertising agency for further information or write INSTITUTIONS Magazine.

THESE ARE *Institutions*

- Hotels
- Restaurants
- Hospitals
- Railroad Systems
- Air Lines
- Industrial Cafeterias
- Schools
- Colleges
- YMCAs, YWCAs
- Government Agencies
- Office Buildings
- Clubs
- Jobbers, Dealers
- Other Public and Private Institutions

Each month INSTITUTIONS Magazine reaches the buying and specifying factors in the foregoing institutions which make up the institutional field.

NEW FACTS ON BONED FROZEN MEAT
Institutions
MAGAZINE
STEP
Sanitation Kept
'Employ Industrial In Food Service
Sanitarian Advises Operators on Better Summer Sanitation
Institutions
CATALOG DIRECTORY
1947
The CATALOG DIRECTORY of Products used in the following types of Institutions:

CONSULT YOUR ADVERTISING AGENCY

or write

INSTITUTIONS MAGAZINE AND INSTITUTIONS CATALOG DIRECTORY

1900 PRAIRIE AVENUE, CHICAGO 16, ILLINOIS

Philip Morris Will Keep Berle

NEW YORK—Philip Morris & Co. has decided to do an about face and keep Milton Berle despite the fact that Horace Heidt and his orchestra have been signed as a replacement in the Tuesday 8 p.m. NBC spot.

Both the advertiser and the agency, Biow Company, have been pleased with the Berle show during the past few weeks. No time has been bought for the program, but NBC seems to be the advertiser's preference.

Dinah Shore and Harry James will replace "It Pays to Be Ignorant," heard on CBS Friday at 10 p.m. Another Columbia broadcast, "Crime Doctor," goes off the air following this week's show.

Meanwhile, the Gulf Oil Company and Young & Rubicam are shopping for a replacement for "We, the People." This show, heard Tuesday at 9 p.m. over CBS, has been sponsored by Gulf for five years. Among shows being considered is Afra's "Comedy Theater," from which the union's actors fund would benefit.

Names Freiburg Agency

Cooperative Mattress Association has placed its advertising with John Freiburg & Co., Los Angeles. Trade publications, newspapers, magazines and radio will be used.

Names Hicks Agency

Red Pelican Food Products, Detroit, has appointed Livingstone Porter Hicks, Detroit, to handle its advertising. A newspaper campaign will feature Red Pelican mustard.

Coveney Transfers Casey

John F. Casey Jr. has been transferred from the Chicago office of James A. Coveney Company, publishers' representative, to the company's New York office.

Pond's, with JWT 62 Years, Still There

Through one of those unexplainable lapses which give editors insomnia, AA last week incorrectly reported that the Pond's Extract account had left J. Walter Thompson Company, in the story reviewing the *Fortune* article on Thompson.

Pond's not only is still a Thompson account, but probably represents the oldest continuous agency-client relationship in the world, since Thompson is now in its 62nd year of service to the account. Two JWT Chicago accounts—Swift & Co. and Libby, McNeill and Libby—are also on the "old-timers" list. The former has been a JWT client for 54 years, the latter for 45.

Urges Five-Step Program to Build Ad Departments

CHICAGO—Industrial advertising departments can achieve their rightful place in the company organization and win proper recognition by following a five-step program, Robert F. Dick told a meeting of the Chicago Industrial Advertisers Association last week.

Mr. Dick, vice-president of George Fry & Associates, management engineer, urged industrial ad department heads first to make a job analysis for each person in the department, block out the jobs on an organization chart, and designate authority.

Only after the industrial ad department has been organized internally to fulfill all its functions can it hope to tackle all problems successfully, he said. After the first step has been taken, Mr. Dick suggested, the ad manager should (2) get all the facts, (3) develop a program, (4) assume the offensive and (5) publicize the work.

Strongly urging long-range planning, Mr. Dick declared: "Foresight isn't as accurate as hindsight, but it creates bigger responsibilities and wins greater recognition, including larger salaries."

Reeves Aids Luckman

Rosser Reeves, vice-president in charge of the creative department of Ted Bates, Inc., New York, has been appointed deputy chairman for industry and labor by Charles Luckman, president of Lever Brothers, and chairman of President Truman's Citizens Food Committee.

Rexall Elects Lane V.P.

Thomas H. Lane, director of sales promotion and advertising of Rexall Drug Company, Los Angeles, has been elected a vice-president.

They're Alike

Whether They Take a Taxi to Sardi's or Stroll Home to Lunch . . . the same enlightened successful men and women are found as readily in busy towns as in cities.

How do you find them readily? One unfailing guide is their readership of news magazines.

With more than a million circulation, PATHFINDER is bought by one-third of all the families who take news magazines today. They depend on PATHFINDER for sane, ungarbled, meaty, *human* news reports.

These families are outstanding in home ownership, income, and community leadership right across the whole country. PATHFINDER is a direct approach to them in important Main Street towns—the trading centers for some of America's richest communities.

Be sure to see the new PATHFINDER story. Just 'phone or drop us a line, at Washington Square, Philadelphia—or in New York, Chicago, Detroit, Cleveland, or Los Angeles.

OVER 1,000,000 ALERT, NEWSMINDED
FAMILIES READ PATHFINDER TODAY

Pathfinder
America Raises Her Guard

America's second largest news magazine

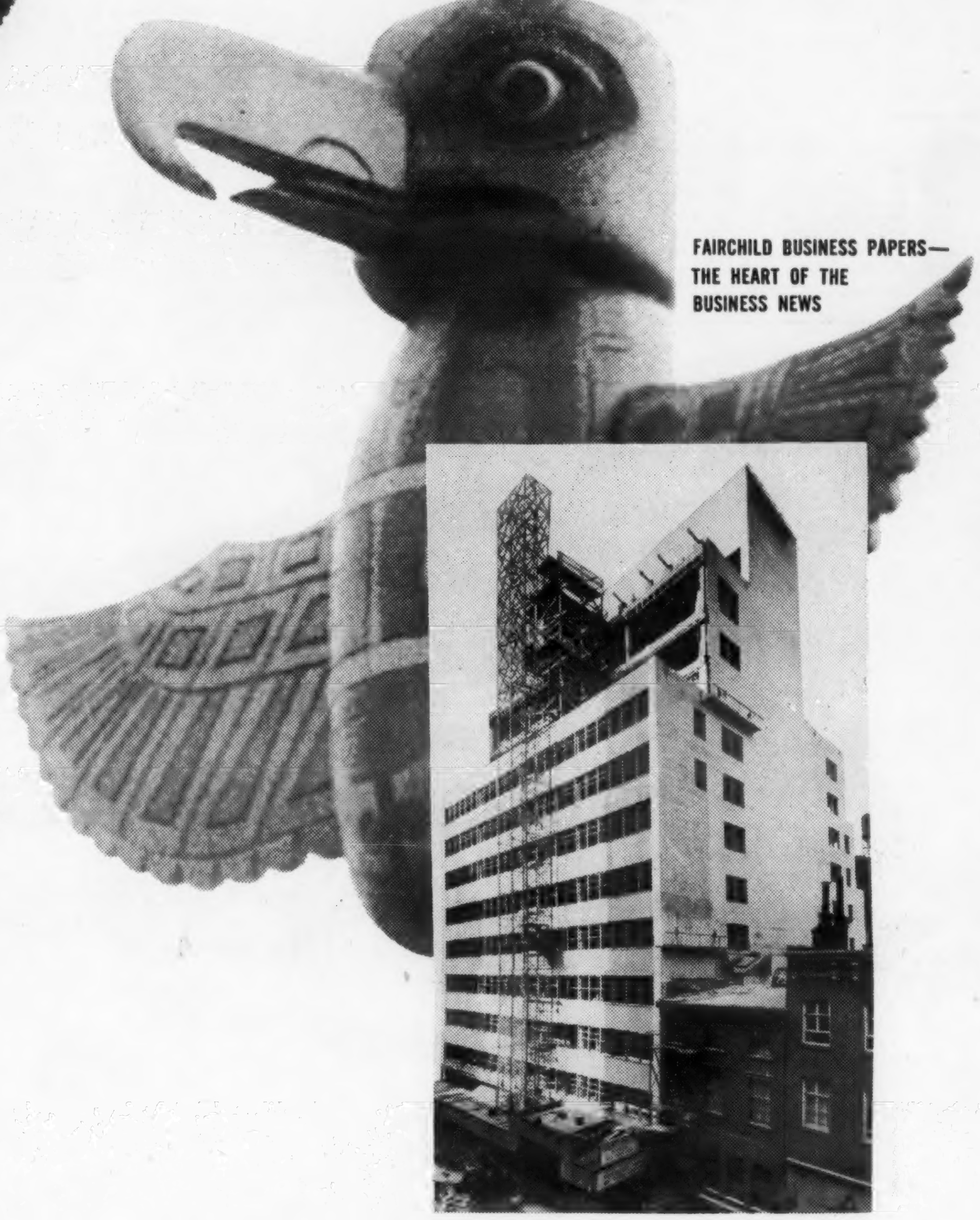
FARM JOURNAL INC., also publishers of FARM JOURNAL—*BIGGEST in the country.* GRAHAM PATTERSON, President

RKO
OK's the pulps!

12,750,000 movie-goers, reached by Popular, are your prospects, as well. Get the complete story of pulp fiction magazines today. You'll *ok* them, too.

THE **Popular Fiction Group**

NEW YORK: 205 East 42nd St.
CHICAGO: 333 North Michigan Ave.



FAIRCHILD BUSINESS PAPERS—THE HEART OF THE BUSINESS NEWS

Fairchild makes a fetish of the news

Fairchild Business Papers were built—not bought—from the ground up. They created new standards of publishing alertness in their specialized fields. They pioneered the hard way—by rolling their own blueprints.

Because there was no news service available for our specific needs (the needs of our 117,079 subscribers) we had to custom-build it. We had to make it a return-flow service. We and our 327 correspondents both are simultaneously on the sending and the receiving end. You might call it a two-way press service.

We've been doing it that way for 57 years... making a fetish of getting news... custom tailoring a world-wide organization to serve business readers. Continuously perfecting the service without stint.

That's why nobody beats us to the jump on our specific type of news. That's why there are very few cities in this country boasting of a newspaper shop as large, as fast, and as news-minded as ours... or for that matter employing the quantity or the quality of people working for Fairchild.

And this new building is enabling us to do a much better job... to meet the increasing tempo of modern business.

FAIRCHILD PUBLICATIONS

8 East 13th Street, New York 3, N. Y. Phone ORchard 4-5000

Covering the Textile, Apparel, Home Furnishings and related industries

MEMBER AUDIT BUREAU OF CIRCULATIONS

WOMEN'S WEAR DAILY **DAILY NEWS RECORD** **RETAILING HOME FURNISHINGS** **MEN'S WEAR** **FOOTWEAR NEWS** **FAIRCHILD BLUE BOOK DIRECTORIES**

Morgan Feels Razor's Edge

NEW YORK — Henry Morgan's "click, click, push, push, tinkle, tinkle" commercials for Eversharp will be discontinued after Dec. 3.

The manufacturer failed to pick up the option on the comedian's contract for the ABC show which has a choice spot following Philco's Bing Crosby.

Despite his popularity with sophisticates, this unpredictable entertainer, who surprised everybody by doing a one-man show his first time back on the air this season, has never done very well on a Hooperating. His last rating of 6.8 put him in 88th place on the list of evening programs. Talent cost of his show is about $5,000 weekly.

This failure to improve his Hooper report in his second regular season for Eversharp, as well as changes in marketing conditions for the company's product, are believed to have caused the advertiser to give up the show and the half-hour of ABC network time.

Eversharp, through the Biow Company, pays the bill for one other network program—"Take It or Leave It" over NBC.

Making History

Morgan, meanwhile, continued to make broadcasting history, this time by saying what were probably his first straight lines for radio. His also was the first classified advertisement ever to be inserted in the Walter Winchell "Jergens Journal." He interrupted Mr. Winchell's regular Sunday night broadcast with this announcement:

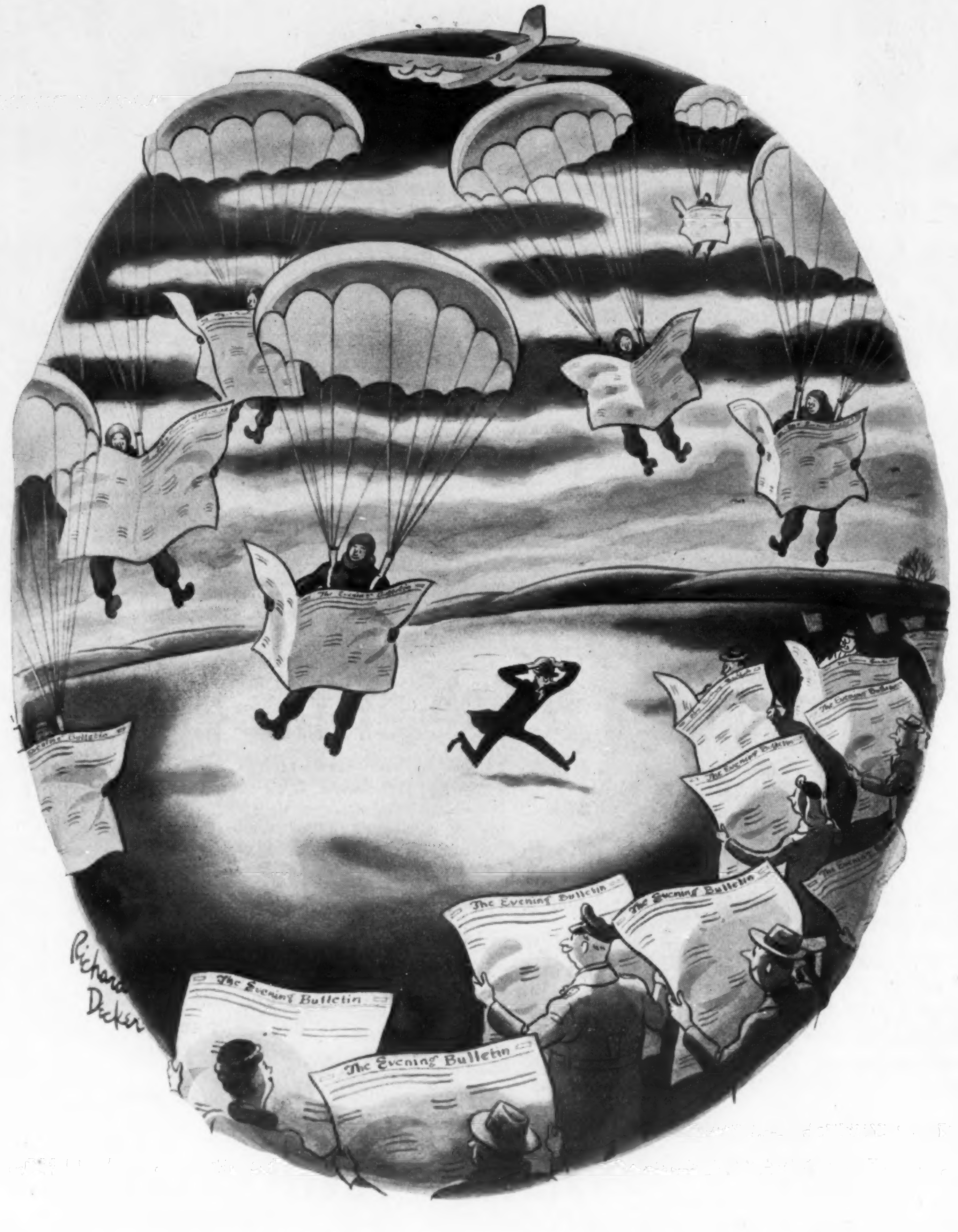
"Situation, male. Young comedian will be unemployed after Dec. 3. Prospective sponsors please contact Henry Morgan, in charge of Jergens Journal."

ABC, which has indicated that the comic will be carried sustaining if no sponsor is forthcoming by mid-December, was using more orthodox methods to attract new employers. Several advertisers are said to be interested.

Better Fruit
5-IN-1 MAGAZINE
ITS GROWER-READERS PRODUCE:
38% nation's apples
90% nation's winter pears
37% nation's cherries
40% nation's prunes
98% nation's filberts
Write for full story
1135 S. E. SALMON ST. • PORTLAND 14, OREGON

Appoints Biggs A.M.

Alex F. Biggs, formerly with J. C. Adams & Co., manufacturers' agent, Toronto, and T. Eaton Company, Toronto, has been appointed advertising manager of the paint and varnish division of Canadian Industries Ltd., Montreal. George R. Ingleson, advertising and sales promotion manager for retail sales of the paint and varnish division since 1935, has been named trade sales manager of the same division.



In Philadelphia—nearly everybody reads The Bulletin

Golenpaul Calls Petrillo's Hand on Co-op Ban

NEW YORK—The American Federation of Musicians' policy against music for cooperative radio shows is in for a legal test following a complaint filed last week by Dan Golenpaul, producer of "Information Please."

This year the Mutual quiz show, sponsored by different advertisers in various cities, has been unable to rehire its pianist, Joseph Kahn, a member of Local 802, who in other seasons had been featured in connection with the musical questions.

In a complaint filed before the regional office of the National Labor Relations Board, Mr. Golenpaul charged the union with two violations of the Taft-Hartley law—secondary boycott and the needless hiring of stand-by musicians.

He alleged Mr. Kahn's services have been made "unavailable" because the program was a cooperative broadcast.

The implication was, he continued, that "Information Please" could obtain a pianist only if it hired 300 stand-by musicians, a move which would increase the cost of music from $31.88 to $9,564 weekly.

Case Receives Priority

Mr. Golenpaul further charged that the union's action resulted in a secondary boycott since the AFM has a contract with the networks rather than individual programs.

Charles T. Douds, regional director of the NLRB, said that the case received priority because of the secondary boycott charge and was already under investigation by the board. This will, however, take some time to complete, since there are 300 stations involved.

If NLRB finds there has been a violation, the procedure is for it to petition a district court for an injunction.

AFM President James C. Petrillo always has frowned on cooperative broadcasts because he feels they deprive local musicians of jobs. The union ban on transcribed and live music on such shows has been in effect for several years, but this is the first test of its legality under the Taft-Hartley law.

ABC's "Abbott & Costello," CBS' Joan Davis and MBS' "Meet Me at Parky's" chose to use vocal choirs as substitutes for orchestras when they went co-op this fall, rather than to clash with Mr. Petrillo.

Skinner Shifts Two

R. Stewart Kilborne Jr. has been elected president of William Skinner & Sons, New York, rayon and silk mills, succeeding his uncle, the late William Skinner. William Skinner Kilborne, sales and advertising manager and assistant vice-president has been named vice-president.

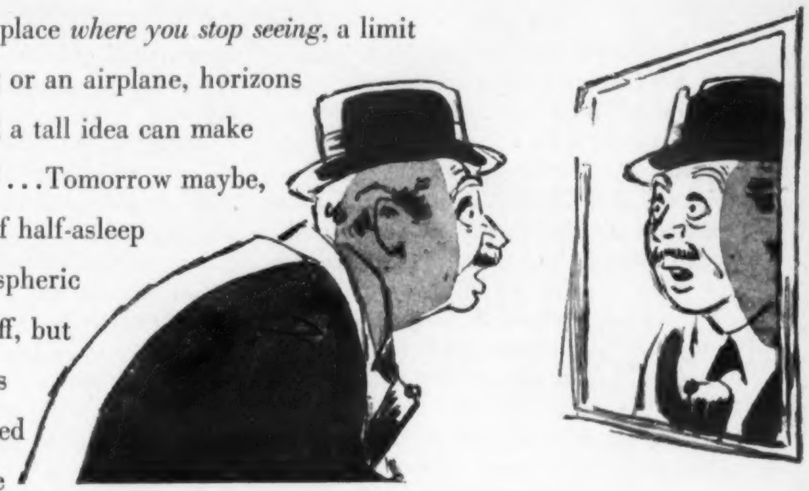
Building Supply News 1st
Beat Sales Needs

Don't bolster your sales quota—Beat it! Use BSN where the cash customers are looking for you.

New horizons for advertising and selling? . . .

Such a question! Who ever said there weren't? . . . Where? Tsk, tsk! Look in your mirror, any mirror, even one on a slot machine. Start with your necktie, and look up . . . chin, mouth, nose, eyes, eyebrows, wrinkles—okay? Well, the horizons start under that hairline—and there's oodles of them under the thatch!

A HORIZON is just a place *where you stop seeing*, a limit line! From a tall building or an airplane, horizons hustle off farther . . . And a tall idea can make any horizon hump itself! . . . Tomorrow maybe, some guy shaving himself half-asleep may stumble on a stratospheric idea. Not atom bomb stuff, but very ordinary . . . such as soapless bathing, a packaged haircut, how to make the enamel on your teeth everlasting, a breakfast food, a watch without works that works, a substitute for smoking, extra parking space, universal telepathy, even a fountain pen that writes every time! . . . Bingo! A few old horizons hurry away like mad. And what happens? New factories, new jobs, new customers to sell, new advertising, new displays!



IMAGINATION is incurable. Ideas don't care who has 'em, or when. So nobody can make horizons stand still! . . . Why in our place, where we make advertising displays, people are always shinnying up stepladders and polishing spyglasses! . . . If you'd like to see some nice new 1947 horizons, or some satisfactory old ones, just let us know—and we'll send somebody from the Horizon Dep't right over!

EINSON-FREEMAN CO., INC. . . . *Life-expectant Lithographers* . . . Starr & Borden Aves., Long Island City, New York . . . *also alert outposts in* Chicago, Cleveland, Cincinnati, Minneapolis, St. Louis, Atlanta, Dallas, San Francisco, Los Angeles

NAB Board Weighs Suggested Changes for Industry Code

WASHINGTON—The National Association of Broadcasters' board had plenty to think about when it sat down to take final action on the industry standards of practices code last week. A few of the more significant factors to be considered:

A poll conducted by a group of broadcasters, which showed 678 network and independent stations opposed to the regulatory standards against 49 in favor of them. Ralph Atlass, president of WIND, Chicago, announced these results.

The committee of independents' rewrite of the code, submitted by a group headed by Ted Cott, manager of WNEW, New York, who started a wave of criticism against the document when it was introduced at NAB's convention in September.

National Association of Radio Station Representatives' request for liberalization of the provision affecting donors of giveaway prizes and exclusion of weather and time announcements from commercial time limitations.

American Association of Advertising Agencies' and the Association of National Advertisers' failure to make even a lukewarm public endorsement of the proposed standards, which are scheduled to become effective Feb. 1.

Standard Brands' cancellation of Fred Allen's show in mid-season and Eversharp's dropping of Henry Morgan, which observers fear may be just the beginning of realignments of radio budgets by big advertisers.

Want Terms Broadened

As ADVERTISING AGE went to press, the NAB board was in session to decide how many of the suggested changes—some 200 letters have been received from the association members with ideas of their own—should be incorporated in the final draft.

On hand to push the independents' request that the revised code be circulated among NAB members for 60 days before it is finalized was Mr. Cott. Before leaving New York, he indicated that he believed the terms of the self-regulatory standards should be broadened, putting "the emphasis of control in the hands of the individual stations rather than a group in Washington" if the code is to be workable.

"The whole NAB will disintegrate," he added, "if they try to push through a code that isn't workable. There is nothing to keep stations from resigning from the NAB."

Judge Justin Miller, NAB president, and his assistant, visited New York for a last-minute conference with the Four A's and the ANA before the scheduled board meeting. But officials of both groups declined to comment on what went on during the closed sessions.

Provisions of the code which have brought forth the strongest objections are:

Basing the limits on commercial time on a 15-minute segment, vociferously opposed by many FM and independent stations.

Seek More Commercial Time

Including station break announcements and weather and time announcements in the overall commercial limitations of three minutes per 15 minutes. The independents' revised code asked for three and a half minutes of commercial time per 15 minutes.

Banning solicitations for bona fide charitable purposes and during religious programs.

Forbidding dramatization of controversial issues. This, many broadcasters believe, could even be construed to include some documentary programs as the rule now stands.

NAB's board of directors last week considered an industrywide referendum on a revised standards of practice, tentatively scheduled for enforcement after Feb. 1. Such a referendum has been persistently demanded by code critics, who argue that an unsatisfactory code merely serves to drive stations out of the industry association.

Former recommendations from 12 state broadcasters' associations, as well as the proposals of a special committee of independents, a committee of FM operators and more than 125 individual broadcasters came before the board for consideration.

A special three-man board committee, working with NAB staff members, came equipped with code amendments reflecting the most frequently cited objections to the original code draft.

Demand Full Minute Break

Objecting broadcasters overwhelmingly insist on an adjustment which will assure opportunity for at least a full minute station break announcement, without impairing three minutes of commercial time available in each 15-minute program segment.

A second important modification, demanded by a committee of independent broadcasters headed by Mr. Cott, would exempt service announcements of 15 seconds or less from the ban on double spotting. Mr. Cott's group agrees to a maximum of two such announcements an hour.

Other proposed changes deal with the proposed rule against dramatizing broadcasts on controversial issues; collection of funds on religious broadcasts; mid-commercial on news programs, etc.

Board deliberations were prolonged by a controversial $850,000 budget necessitating an increase in dues. Staff members pointed to increased services, but board members feared that standards of practice and higher dues might be too much for some members.

Poll Described

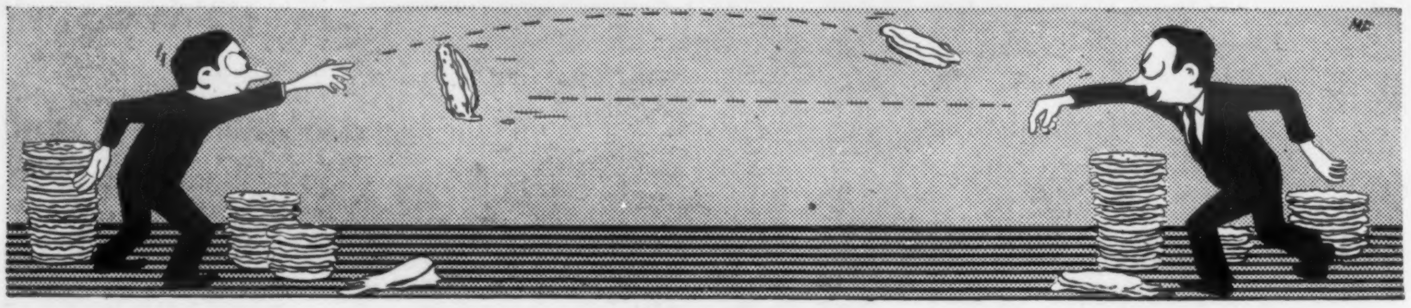
Ralph Atlass said in Chicago that an independent accounting firm conducted the poll for the unnamed network and independent stations for which he and Edward Breen, KVFD, Fort Dodge, Ia., are spokesmen. About 1,400 AM and FM stations were queried in the poll. The 13-1 vote was on the question: "Do you want to run your station as you think it should be run and accept the responsibility for its operation without the direction of a code and a code authority?"

The stations voted 697 to 14 in the negative on the second question: "Do you think that the newspaper publishers—they enjoy governmental privileges in special postal rates, too—would voluntarily accept regulation and regimentation such as is suggested of our industry by the NAB?"

Mr. Atlass said the poll was the first secret vote ever taken on the subject of standards of broadcasting practice.

MULTIGRAPHING – FILLING-IN
ADDRESSING – MIMEOGRAPHING
THE LETTER SHOP, Inc.
431 S. Dearborn St., Chicago 5, Illinois

CUSTARD PIES
at Twelve Paces



by Edgar Kobak

President, Mutual Broadcasting System

We think Custard Pies are for eating.

But it seems there are people who prefer to *throw* Custard Pies. In fact, some people have heaved a few at our LISTENABILITY Study. Which is all right with us because we know LISTENABILITY is solid and sound enough to "take" it. But in order to clarify a situation which has become needlessly befogged, we think the time has come to take a good long look *under the pie* and at our face. So let's go back a little in time.

First of all, what is LISTENABILITY?

It's the Mutual-developed method of computing physical coverage of radio stations and networks. It is an engineering method, based upon accepted standards (many of them FCC standards or higher) and, as such, it is accurate, dependable and conservative. It is more than a "can hear" measurement; it's a "good-enough-to-listen-to" yardstick—from the listener's and not the broadcaster's viewpoint, which is important.

This Engineering measurement is new—not because any of its components are new—but because, for the first time, an engineering measurement has effectively balanced all the factors which affect the strength and clarity of a signal. All these factors have long been known to radio engineers. Mutual just put them together in a measurement method which makes sense.

Now—why, in the face of BMB, did we feel it necessary to develop a new coverage measurement?

There are two reasons for this: as you'll remember, the BMB Survey was made in March 1946 and the network figures were released in June 1947—some fifteen months later.

Taking the number of Mutual stations for which we originally had BMB figures (285) and subtracting 11 stations since replaced and 18 stations now operating with increased power, we find that today we have usable BMB figures for only 256 stations. But today (November 1, 1947) we have 468 stations. That means there are 212 Mutual stations for which there are no BMB figures. The BMB Study was *out of date* for Mutual the day it was published; and it gets more out of date every day.

Consequently, to give a true picture of Mutual as of today we had to develop a method which would measure *all* our stations. We could do no less for advertisers and advertising agencies.

Reason No. 2 is that advertisers and agencies need (and should be given) dependable, up-to-date figures on their potential audience (i.e. coverage figures) as much as "listening" or "audience" figures. And coverage figures is what LISTENABILITY provides.

Three months ago, we began showing our LISTENABILITY maps and figures to leading advertisers and agencies; and they got even a better reception than we had expected. What started out to be a measure of Mutual's uncounted coverage (uncounted by BMB) was applied to other networks for comparison's sake; what started out as a private Management tool became a service to the industry.

That was when we got the idea that perhaps BMB might profitably look into our LISTENABILITY method—*and then the Custard Pies began to fly.*

But we want to get back to our knitting—to our selling. We like our selling story—and many advertisers do too—because it's so simple. It's simply this:

We have LISTENABILITY maps which show clearly where people can hear Mutual stations (and competing network stations) consistently and well: where programs can be profitably promoted and merchandised.

As of October 1, 1947, our daytime LISTENABILITY figure (including dual affiliates) is 29,245,000. This is a mammoth potential—radio homes in which Mutual can be heard with a signal good and clear enough to encourage regular listening.

What's more, to an increasing degree, Mutual is being *listened to*. The World Series is a good example: the Crossley Average Rating for the entire Series was 36.7, the highest World Series rating on record. The top rating for a single game in the Series was 57.6—the highest rating ever achieved by a daytime commercial program.

The moral of our tale is: with a good program an advertiser can convert homes which *can listen* into homes which *do listen.* And the better the show, the larger the number of listening homes.

A final note: on Mutual you get more radio-homes-per-dollar than on any other network—which, in the last analysis, is what advertisers buy. Shall we show you the proof?

Mutual Broadcasting System

WORLD'S LARGEST NETWORK

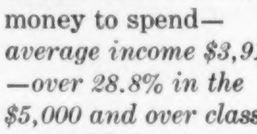
APPLE-PIE-ORDER NOTE: We have renewed our Subscription to B.M.B.

SPORT's
current circulation delivery is over
95% NEWSSTAND!

SPORT
SPORT
SPORT

Readership survey indicates 244 readers per 100 copies . . . (201 males, 43 females) 1,220,000 total. (This does not include tremendous outside pass-on.)

SPORT *readers have* money to spend— *average income $3,916 —over 28.8% in the $5,000 and over class— 66% with incomes beyond $3,000.*



SPORT *is concentrated where sales run high— 31.3% in cities of 500,000 or more— 48.6% in cities of 100,000 and over.*

Ask for your copy of SPORT'S *detailed Reader Characteristics Report.*

SPORT
DECEMBER 25¢
BOXING · BOWLING
CAN IT HAPPEN TO JOE LOUIS?
Smash Stories and Pictures of — STEVE OWEN
OTTO GRAHAM · BUDDY YOUNG · RED GRANGE
TEN RULES FOR BETTER BOWLING

SPORT *ups its guarantee to . . .*

500,000

Effective March 1948 issue

For three consecutive issues Sport has averaged over a half-million circulation . . . with demand still unsatisfied in city after city. This new magazine—*built to serve a new market—has shattered in little over a year every newsstand record for premium priced magazines. It's current half-million-plus circulation reflects no high pressure subscription tactics—no million dollar promotion circus—just popular appeal alone!* No wonder that, *in the light of skyrocketing costs of the big "scattershot" media . . . makers of men's products are discovering, in fast increasing numbers, Sport's "rifle-shot" coverage of MEN—in top buying brackets.*

NEW RATE CARD NOW IN MAILS, *also effective with its March 1948 issue, Sport will raise its basic rate from $2.50 to $2.75. While the guarantee change reflects the growing popular demand for the magazine, the basic rate change reflects the sizable increases in paper and production costs which the industry as a whole has had to absorb.*

"No other premium priced magazine—in publishing history—has ever grown So BIG—So FAST on the nation's newsstands."

SPORT

IMPORTANT NOTE—*If you have advertised in Sport during 1947, or if you place your 1948 orders prior to December 20, 1947, you will continue to enjoy the present rates through the May 1948 issue.*

Maclean-Hunter Marks 60th Year, Plans New Paper

'Canadian Trade Abroad' Will Be Issued in 1948

TORONTO—Maclean-Hunter Publishing Company intends to keep fully informed about business conditions in the United States and Great Britain, "and there is no better way than having a business there oneself."

That is a partial explanation of Maclean-Hunter's decision to enter those two publishing fields, as well as carry on its broad Canadian publishing business, set forth in "The Story of Maclean-Hunter—60 Years," written by Joseph L. Rutledge and issued in connection with the celebration of its 60th anniversary.

In addition to its 31 magazines and business newspapers published in Canada, Maclean-Hunter owns and operates four technical publications in the U. S. and one in Great Britain.

Buys 'Inland Printer'

Because printing is so vital a part of the company's operations, Maclean-Hunter sought direct contact with developments in international centers, the book explains. As a result, it acquired *Inland Printer*, Chicago, in 1927 and three years later took over *British Printer*, "the outstanding technical paper in the United Kingdom field."

The firm has operated a London office for more than 50 years, to help British manufacturers establish themselves in the Canadian market. Its managing director in Great Britain is Ernest R. Gauley, who had long been associated with merchandising and retail fields in Canada.

The company's United States operations have since expanded to include not only *Inland Printer*, but *Chemical Industries*, *Rock Products* and *American Hairdresser*. The four U. S. publications are managed, edited and staffed by Americans. The U. S. unit is the Maclean-Hunter Publishing Corporation. Chicago and New York, with John R. Thompson, long associated with the Canadian publications, as vice-president.

Staffed by 1,200 Now

Maclean-Hunter got its start 60 years ago when John Bayne Maclean, then a young newspaperman, launched his first business paper, *Canadian Grocer*. The enterprise expanded successfully from "one publication, one editor, one manager, a few hundred subscribers, a score or so of advertisers" to a publishing business whose scope now is recognized as the widest in the British Commonwealth.

The 36 publications which now carry the imprint, "A Maclean-Hunter Publication," are produced by a full-time staff of more than 1,200. They boast of 900,000 subscribers and 3,500,000 readers, with more than 7,000 advertisers represented in the pages of the various publications.

The second half of the corporate title was assumed 44 years ago when Horace T. Hunter started out as Ontario representative for *Hardware and Metal*. Within a year he became manager of that publication, and in eight years was appointed general manager of the company. In 1919 the company was reorganized and Mr. Hunter and the late H. Victor Tyrell, who started handsetting type for *Hardware and Metal* back in 1897, became substantial shareholders. Mr. Hunter was named vice-president and Mr. Tyrell general manager. Mr. Tyrell's death, in 1942, ended 45 years of service with the firm.

Maclean Becomes Chairman

Mr. Hunter became president of the company in 1933, with Colonel Maclean assuming the chairmanship of the board, and Hunter's name was joined to that of his long-time associate.

Last June, Colonel Maclean

REACH THE
Active*
HALF

*** The Post reaches the *active*, alert - minded half of Cincinnati—young, wide-awake readers who make space dollars produce greater results.**

The Cincinnati Post
REACHES 56% OF CINCINNATI

DON'T HIDE YOUR ATTRACTIONS FROM THE OUTSIDE* AUDIEN

on the Pacific Coast!

****The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.***

There's no controversy about radio coverage of the *inside* Pacific Coast audience (metropolitan areas of Hooper cities, which are covered by all 4 networks). But the long and the short of the *outside* story is this: only Don Lee has adequate facilities to reach the big outside market, where 4,594,000 of the Coast's 12,633,200 people spent $3,736,889,000 in retail sales during 1946.

ONLY DON LEE offers 43 stations (more than twice as many as Network "A"; over three times as many as Network "B" or "C") to do the job of INSIDE and OUTSIDE coverage.

DON LEE IS A BETTER BUY than any other Pacific Coast network because it delivers MORE LISTENERS AT A LOWER COST PER THOUSAND radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a DON LEE station.)

If you've a product to sell, don't skirt around a big potential market. Put your show on Don Lee, the only network with enough facilities to reach *both* the INSIDE AND OUTSIDE MARKETS on the Pacific Coast!

The Nation's Greatest Regional Networ

broke the ground for what is planned to be the most modern printing plant in Canada. To cost more than $3,000,000, it will be the production center for the company's 31 Canadian publications as well as for many others printed under contract.

On Jan. 1, 1948, Maclean-Hunter will launch *Canadian Trade Abroad,* to round out its activities in the export field. With 10,000 circulation, primarily in the British Empire and Latin American nations, it intends to help manufacturers of consumer items expand present markets and uncover new ones.

The present Maclean-Hunter roster includes the national magazines, *Maclean's, Chatelaine, Canadian Homes and Gardens* and *Mayfair;* a group of merchandising newspapers, including the original *Canadian Grocer,* and business, industrial, transportation and style newspapers.

Lane Named PR Director

Cleveland Lane, former account executive in the public relations department of Geare-Marston, Inc., Philadelphia, has been appointed director of public relations of the New York Cotton Exchange.

WROL Increases Power

Station WROL, Knoxville, Tenn., has increased its power to 5,000 watts full time. The NBC affiliate formerly operated on 1,000 watts days and 500 watts nights.

BBC Television Cameras to Cover Princess' Wedding

NEW YORK—Television set owners in this area will be able to see Princess Elizabeth and Lieut. Philip Mountbatten immediately preceding and following their marriage ceremony Nov. 20.

The British Broadcasting Corporation's cameras will be turned on Buckingham Palace as the Queen leaves for the ceremony, as she arrives at Westminster and as the King and Princess Elizabeth leave for the Abbey. Later the royal family's return to the palace and appearance on the balcony will be televised. The newlyweds then will be shown leaving on their honeymoon in the afternoon.

Films of these scenes will be shown here later by NBC, which has a working exchange agreement on television with the BBC. NBC will carry them on its network of New York, Philadelphia and Washington stations.

Gets Appliance Account

Chicago Electric Mfg. Company, maker of Handyhot appliances, has appointed LeVally, Inc., Chicago, to handle its advertising. Newspapers, direct mail, point-of-sale material, and two-color pages in *American Home, Better Homes & Gardens, Parents' Magazine, The Saturday Evening Post* and *Woman's Home Companion* will be used.

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Here's How To keep Prospects Reminded

Give *IMPRINTED* Autopoint Pencils

These are the "Autopoint" pencils with the famous "Grip-Tite" tips that won't let leads wobble, turn or fall out. Well balanced pencils, easy to write with, they are America's busiest writing tools. You compliment your prospects by giving these pencils rated tops in the mechanical pencil field. Your name or slogan imprinted on them will serve as constant reminders—deliver you valuable good will for years. Wide range of models and prices. Mail coupon.

Autopoint
IMPRINTED MEMO CALENDAR

A dual purpose desk accessory—combines perpetual calendar and loose-leaf memo sheet holder. Contains 200 sheets 3" x 5". A wonderful imprinted number that will go big with prospects.

Autopoint
BETTER PENCILS
Fit any Pocket . . . Every Pocketbook

Autopoint Company, Dept. AA-11, 1801 Foster Ave., Chicago 40, Ill.
"Autopoint" is a trademark of Autopoint Company

Autopoint Company
Dept. AA-11, 1801 Foster Ave.
Chicago 40, Ill.
Please send me details and prices on
☐ "Autopoint" Imprinted Pencils.
☐ Imprinted Memo Calendars.
☐ Have a salesman call.

Name................................

Company Name......................

Street Address......................

City...................*State*.........

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Trade Mark Registered

Issued every Monday by Advertising Publications, Inc., 100 E. Ohio St., Chicago 11 (Del. 1337), 330 W. 42nd St., New York 18 (Br. 9-6431), National Press Bldg., Washington 4, D. C. (Re. 7659). European Headquarters, 107-110 Fleet St., London E. C. 4. (Central 7354). G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, O. L. BRUNS, vice-presidents. C. B. GROOMES, treasurer.

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Los Angeles (14): Simpson-Reilly Ltd., Garfield Bldg., Walter S. Reilly, Mgr.

London (E. C. 4): P. A. Marteau, 107-110 Fleet St.

10 cents a copy, $2 a year in the United States. Foreign postage extra. Myron Hartenfeld, circulation director.

The Economics of Broadcasting

There has been a good deal of concern over the mushrooming of radio stations throughout the country, as the Federal Communications Commission follows its practice of issuing licenses to all qualified applicants and letting competition take its toll.

Broadcasters are not alone in their concern over the very large increases in the number of stations, the consequently increased competition and the further fractionating of air time. Advertisers are deeply concerned also, since diffusion of the available audience means fewer listeners to a particular program and higher sales costs.

Because of these conditions, the Federal Communications Commission has been severely criticized for its policy of spreading licenses around with what many believe to be reckless abandon. In individual instances such criticism may be sound, but in general we believe that the FCC should not be criticized for its general practices on granting licenses. On the contrary, we believe this general practice should be commended.

As has been suggested before, it is very difficult to have one's cake and eat it, too. Yet too many who believe that we have already had a plethora of government interference with business, and of government paternalism, now seem to feel that it would not only be proper, but sound procedure, for the FCC to consider the economic as well as the technical and social aspects of license granting.

We don't agree. In fact, we are happy to see a government agency take the position that free and open competition, within the policing realms which properly belong to government, is a desirable and essential part of a society which cannot really exist without them.

There can be no doubt that in many areas the concept under which the FCC is operating has resulted in confusion twice confounded. We don't like confusion, but we are deeply convinced that temporary confusion is a small price to pay for the reaffirmation of a basic principle of such enormous importance. The radio broadcasting situation will shake itself down—and in short order, we believe—as the free play of competition and economics begin to be felt.

Do It Your Own Way

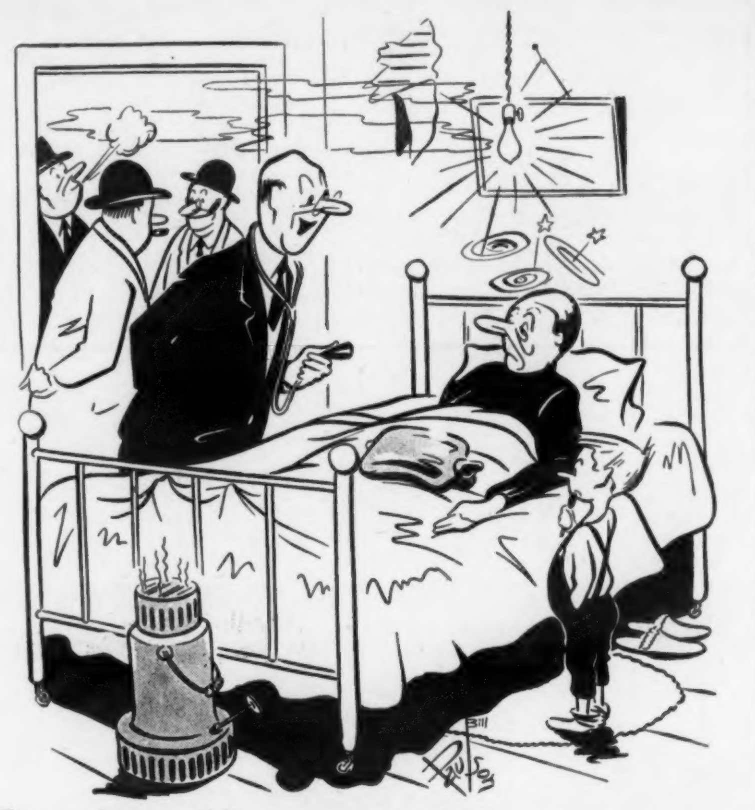
One of the most interesting and encouraging aspects of selling and advertising, as well as one of the most baffling, is the fact that no one can say positively what is the best way to sell or advertise anything. No one yet has been able to devise an iron-clad formula for the type of media to be used, the kind of copy which is best, the list to be used, or anything else.

There have been, of course, all sorts of attempts—and some very successful ones—to determine which copy approach or which layout is better than one or two or more other specific copy approaches or layouts. But no one yet has been able to prove that the best of any group of ads is better than, or even as good as, an entirely new approach might be. In other words, while we can determine, in some cases, which of two or more choices is better, we can never be sure that the very best approach is included in the choices at all.

What brings on this philosophical discussion is the Burma-Shave story which appeared in these columns last week. Here is an advertiser who has been extremely successful with a completely unconventional approach and what amounts to a new medium. Who can say that this company would have been more or less successful if it had used other media, or other appeals?

Not everyone can discover a new medium or a brand new technique. In fact, it is certain that the records would show a dozen failures for every success among those who have insisted upon exploring the unknown and developing their own advertising media. Established media have developed established markets and can be extremely helpful in assisting advertisers to wring the last penny's worth of value out of those media and markets.

Yet it is encouraging to recall that there is still plenty of room for pioneering, and that no one need blindly follow the leader in sales and advertising strategy. The field is wide open for the enterprising advertiser with a new idea or a new approach.



"These gentlemen would like to see you about that Neverending Rest Memorial Park coupon you sent in last month."

Ad-libbing

Down Liquor Lane

We understand perfectly well that liquor ad copy is tough to write; the limitations imposed have practically guaranteed that all the advertiser can do is show a picture of the bottle with a couple of well-chosen phrases portraying the delicious taste of Old Brigand, and a hint about its ridiculously low price.

With this in mind, we are now working our way through several representative liquor advertisements, to see how the boys have sharpened a very dull spear.

White Horse has a picture of a typical British club—at least to the untutored eye—and says that White Horse antedates many London clubs. It begins with obscurity: "Ceremonial has been called 'the invention of wise men for keeping fools at a distance,'" and arrives at "it is too well blended ever to be anything but kind. . ."

Old Smuggler says "Careful, don't waste a drop," and reports it is "distinguished by great softness and delicacy of flavor."

I. W. Harper shows a 19th century fop bowing, and the headline reads: "May I suggest you ask for this precious prewar bottled in bond Kentucky bourbon now?"

Courvoisier crossed us up with a headline saying, "Courvoisier facts your taste will confirm: (1) *Noticeably* unique flavor; (2) Unchanging quality." Then appears the slanting signature of John Hancock, made famous by the insurance advertiser, and the copy: "The bank knows a man's signature. Just as surely do those who enjoy cognac recognize the individual bouquet, taste and quality of Courvoisier. . . Substitutes never deceive them."

Old Overholt is running a series called "Over the Years with Old Overholt" (not to be confused with Over the Bars with Hunter). It shows one Abraham Overholt telling four ruddy-faced gentlemen: "If I have my way the taste of this whisky will never change." The copy assures that the oldest Overholt had his way and Old Overholt has the "same deep inviting amber color . . . the same rich, robust, grainy taste. . ."

Johnnie Walker is forecasting par from "St. Andrews to Pinehurst," and the copy says that "only Scotland has the moist climate and the soft spring water that invests Johnnie Walker with the mellowness and flavor of unbeatable Scotch."

Camus cognac shows a remarkably ordinary picture of Montmarte which features a wall painting of Camus, and says, "50,000,000 Frenchmen certainly can't be wrong about cognac. So may we point out that more Frenchmen drink Camus than any other cognac? . . ."

Kinsey uses a calendar and features a different mixed drink every month. Sometimes their calendars are in error, but seldom. And it's a pretty original approach.

Black & White still uses scotties; Old Charter shows a clock pointing at six; Kentucky Tavern relies on unusual trays and glasses—and mellow, distinctive, smooth, rich, grainy, rare, distinguished sound almost like an anthem.

The advertising business is one of ingenuity, distinguished by original, creative thought and mellowed by considerable imitation.

Definition

You may not be aware of it, but one of the favorite games in the public relations business is a struggle between publicity men to define public relations. It is close to an industry sport, considerably abetted by *Public Relations News*, which has been running a national survey on the subject.

Distilled from the answers of "2,000 executives" in the field, the *News'* definition reads:

"Public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest and executes a program of action to earn public understanding and acceptance."

Jottings

Hotel Charms, Inc., Miami, makes replicas of hotels which are given by the hostelries to prize customers. . .

The *Milwaukee Journal* put up $15,000 to help finance an Alaskan hunt for a family of Kenai Peninsula moose for the public museum. Gordon MacQuarrie, the *Journal's* outdoor editor, went with the party. . .

Blue Swan Mills, New York, is marketing a new panty-girdle called Suspants. . .

Information for Advertisers

The following documents may be secured without charge from companies sponsoring them or through ADVERTISING AGE, by any national advertiser or advertising agency executive writing on his business letterhead. Address ADVERTISING AGE, 100 E. Ohio St., Chicago 11.

No. 2926. *Survey of the Airports Field.*

Haire Publishing Company has issued this detailed report covering all phases of the markets that exist in connection with airports which, it is pointed out, are aviation's point of sale and point of use.

No. 2927. *The Four "M's" of Business Success.*

This booklet, written by Norman Lewis, president of The Ridgway Company, St. Louis agency, talks about the four basic factors upon which the development and success of a business depend.

No. 2928. *Atlantic Farm & Home Dealer Market.*

The farm market (17 Atlantic Coast states) served by the 3,734 dealer readers of *Atlantic Farm & Home Dealer* is described in this loose-leaf study issued by the publication.

No. 2929. *Market Information of Grand Rapids and Western Michigan.*

The *Grand Rapids Press* offers this folder of market data about Grand Rapids, including a tabulation for the counties of western Michigan covered by the newspaper.

No. 2930. *Retail Sales Map of the Pittsburgh Market.*

Location and size of shopping districts, with relative sales volumes, in the Pittsburgh market are shown in this map prepared by the research department of the *Pittsburgh Press.* It also indicates public transportation, residential rental valuation and population dispersion.

No. 2931. *Success for Sale.*

In this folder the Joseph Jacobs Organization describes its functions in coverage of the New York Jewish market, and lists some of the important advertisers who have used the service.

No. 2932. *The El Paso Market.*

El Continental, Spanish language daily, has issued this market data folder, which describes El Paso, Tex., as a two-market city, 57% of whose total population is Spanish speaking.

No. 2882. *The Fort Wayne Market.*

The *Fort Wayne News-Sentinel* has issued this folder containing a map of the city's retail trading area, tabulated market data and a map showing population based on purchasing power as indicated by monthly rentals.

No. 2906. *Hygeia Reader Survey.*

Starting with a tabulation of geographical distribution, this *Hygeia* report discusses the publication's audience, showing family status, age, income, home ownership, occupation, etc.

No. 2899. *Consumer Panel Report No. 3.*

Mechanix Illustrated has issued this report in its continuing study, which provides detailed information on brand preferences, smoking habits, hobby interests, income, occupation and homes of *Mechanix Illustrated* readers.

CAN YOU SEE TODAY'S PICTURE WITH OUT-OF-DATE "FIGURES"?

You need today's Facts and figures on Philadelphia—America's 3rd Market!

You can't chart today's quotas with yesterday's statistics. Change rules the business scene, and nowhere is this truer than in Philadelphia. For The PHILADELPHIA INQUIRER paces the field in circulation growth . . . stands FIRST in advertising linage and is the primary force in PRODUCTIVITY.

NOW IN ITS 14TH CONSECUTIVE YEAR OF ADVERTISING LEADERSHIP

PHILADELPHIA PREFERS THE INQUIRER

TELL IT IN THE MORNING . . . TELL IT IN

The Philadelphia Inquirer

CIRCULATION: DAILY . . . OVER 700,000 • SUNDAY . . . OVER 1,000,000

Retail Sales

Federal Reserve Figures on Department Store Sales

WASHINGTON—Department store sales in the last week of October were 14% above those in the corresponding 1946 week, according to the Federal Reserve Board. They were about 3% above those of the preceding week.

New York and Newark again had the largest gains — 44 and 46%, respectively. Their sales a year ago were down because of a long truck strike. Louisville had a strong 37% gain, and Houston sales were up 31% for the week.

All districts showed gains except the West Coast area, where sales were the same as a year ago. The Los Angeles area had a 6% dollar volume drop, its third straight decline.

The U. S. department store sales index (1935-39 equaling 100) reached 316 for the week ending Nov. 1, compared with 307 the preceding week and 327 in the first week of October. A year ago, the index dipped sharply in the last part of October to 277 and thereafter rose steadily to 532 just before Christmas.

DEPARTMENT STORE SALES INDEX

1935-39 EQUALS 100

Week Nov. 1, '47*	p316
Week Oct. 25, 47*	307
Week Nov. 2, '46*	277
Week Oct. 26, '46*	287
Month of Sept., '47*	298
Month of Aug., '47*	236

*Not adjusted seasonally.
pPreliminary.

Federal Reserve district and city	Yr.-to-Yr. % Change Week Ending Oct. 18	Oct. 25	Nov. 1
UNITED STATES	r2	7	14
Boston District	—14	—3	3
New Haven	—20	—11	6
Boston	—12	—4	2
Springfield	—7	1	—2
Providence	—20	—4	6
New York District	24	30	37
Newark	25	r40	46
Buffalo	5	r17	21
New York	33	r35	44
Rochester	—7	9	9
Syracuse	—11	—3	4
Philadelphia Dist.	1	3	10
Philadelphia	r3	3	11
Cleveland District	—1	0	7
Akron	2	—4	7
Cincinnati	1	3	12
Cleveland	—2	0	6
Columbus	2	8	—3
Toledo	—8	—5	4
Pittsburgh	—4	—6	4
Richmond District	—5	2	9
Washington	—4	5	12
Baltimore	—4	—2	9
Atlanta District	—5	0	8
Birmingham	0	—11	1
Miami	—7	—4	22
Atlanta	—7	r0	6
New Orleans	—2	4	13
Nashville	—12	—2	*
Chicago District	—2	r5	12
Chicago	—4	5	9
Indianapolis	1	2	4
Detroit	3	8	20
Milwaukee	—5	5	20
St. Louis District	0	0	20
Little Rock	—5	—4	14
Louisville	—6	15	37
St. Louis	1	—3	18
Memphis	1	—4	7
Minneapolis Dist.	*	*	*
Minneapolis	*	*	*
St. Paul	*	*	*
Duluth-Superior	*	*	*
Kansas City Dist.	—2	12	17
Denver	—1	17	27
Wichita	—13	7	5
Kansas City	0	11	10
St. Joseph	5	10	17
Oklahoma City	—11	7	10
Tulsa	—4	7	20
Dallas District	—4	12	21
Dallas	—2	0	19
Fort Worth	2	r14	28
Houston	—11	41	31
San Antonio	—3	3	16
San Francisco Dist.	0	3	0
Los Angeles Area	—5	—3	—6
Oakland	12	6	13
San Francisco	—9	4	0
Portland	18	17	9
Salt Lake City	8	22	18
Seattle	3	0	—2

r—Revised.
*Data not available.

Clapp Rejoins Whitten

Winthrop S. Clapp, former assistant director and supervisor of instruction of the communications department, the Armored School, Fort Knox, Ky., has rejoined Edmund S. Whitten, Inc., Boston, as account executive. Mr. Clapp left the Whitten agency in July, 1940, to enter active duty with the Army Recruiting Service in Boston.

It's 630 in Savannah

. . . and in the homes of over a million people, in 79 counties, of the great Georgia-Carolina seaboard market.

NBC AFFILIATE WSAV

630KC · 5000 WATTS · FULL TIME

WWL ADVERTISING
BUILDS YOUR AUDIENCE

25
YEARS OF SERVICE
WWL
NEW ORLEANS
The Nation's Brightest Stars Lead the Coast-to-Coast Salute
A DEPARTMENT OF LOYOLA UNIVERSITY · 50,000 WATTS · CLEAR CHANNEL · CBS AFFILIATE

Full page in color showing the stars of CBS and WWL

25 YEARS OF SERVICE
Come celebrate with us our 25 Years of Service
For this event, we're bringing a
FAMOUS CBS NETWORK SHOW TO NEW ORLEANS
for you to see!
Here's Your Chance to Watch the Broadcast of
STRIKE IT RICH
With the Popular Quizmaster Todd Russell
8:30 to 9:00 P. M. New Orleans Time
DRAMA! LAUGHS! SUSPENSE!
HERE'S HOW FOLKS "STRIKE IT RICH"
A FULL EVENING OF ENTERTAINMENT
SUNDAY, SEPTEMBER 21
MUNICIPAL AUDITORIUM
ADMISSION BY TICKET ONLY
GET YOUR FREE TICKET at WWL 2ND FLOOR ROOSEVELT HOTEL
WWL 870 ON YOUR DIAL
Biggest Show in Town
This week WWLH celebrates its first birthday

Anniversary broadcast "sold out" far in advance

ADVERTISING
WWL 25th
ANNIVERSARY

Illuminated poster board reminds Orleanians of WWL's 25 years of service

WWL
25
Years of Service
870 ON YOUR DIAL

Appoints Judson

C. H. Judson Jr. has been appointed eastern representative of National Family Opinion, Toledo, consumer research organization. Mr. Judson will make his headquarters in New York.

WJR Appoints Noll

Conrad Noll Jr., an attorney and communications specialist of Springfield, Ill., has been named operating manager of Station WJR, Detroit.

Joins 'Bank Buyer'

Mrs. Devereaux E. Fay, formerly advertising director of the Hammer Galleries, has been named vice-president in charge of advertising of *Bank Buyer*, New York.

Gets Furniture Account

Morgan Furniture Company, Asheville, N. C., maker of Masterpiece furniture, has placed its advertising with Burnley Weaver, Advertising, Asheville.

Roosevelt Hotel to Offer Room Video Service

New York—Hotels that used to brag "a radio in every room" soon will be outmoded if Hotelevision, Inc., has its way.

This company has developed a system whereby a master receiver and central monitor unit will provide video for every room in the hotel—with the program of the guest's choice.

Hotelevision already has installed wiring in rooms on the seventh, eighth and ninth floors of the Roosevelt here. Forty portable sets with 10-inch direct view screens will be ready for use in that hostelry within two weeks. Guests will be charged $3 daily for this additional service.

Officials of Hotelevision refused to reveal how much the installation of room television service will cost. They did say, however, that it is slightly above the amount necessary for radios.

These individual portable video receivers will be compact units with multi-television reception, enabling the looker-in to switch from station to station without the usual tuning in maneuvers required for television. There are two knobs—one for station changes, one for volume.

Sets for Hotelevision are manufactured by Olympic Radio & Television.

Plans for an advertising drive, to be directed toward schools, hospitals and other institutions as well as hotels, are being worked out with LaRoche & Ellis. Promotion is expected to get under way late this month.

Gets Dress Account

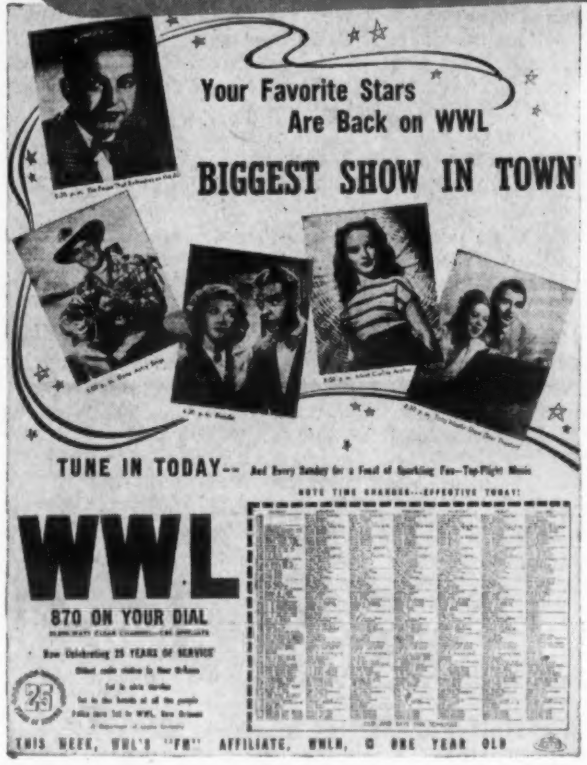
Louis Levine & Sons, Inc., Cincinnati dress manufacturer, has placed its advertising with Associated Advertising Agency, Cincinnati. Magazines, newspapers and direct mail will be used.

ADVERTISING our advertisers

Street car dash signs promote all WWL shows every month in the year

446
WWL 870 on your dial
The EDITOR'S DAUGHTER
MON. thru FRI - 9:45 A.M.
BOND BREAD

ADVERTISING
THE BIGGEST SHOW IN TOWN



Your Favorite Stars
Are Back on WWL
BIGGEST SHOW IN TOWN

TUNE IN TODAY--

WWL
870 ON YOUR DIAL

THIS WEEK, WWL'S "FM" AFFILIATE, WWLH, IS ONE YEAR OLD

Full page advertisment in New Orleans newspapers heralds new fall season, gives new listening timetable

TONIGHT
For Solid Enjoyment—Tune to
THE BIGGEST SHOW IN TOWN ON WWL

WWL
870 on your dial

Approximately 50-1,000 line ads will run during the fall season

No Wonder—More and More and More
Folks Turn First to

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 Watts - Clear Channel
CBS Affiliate
Represented nationally by the Katz Agency

GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

AN IDEAL
Gift,
Premium,
or Prize.

HALLOWELL
HOME AND HOBBY KIT
with interchangeable tools

HOME HALLOWELL KIT

Kits: Pats. Pend.

These useful Kits — containing convenient tools for making repairs around the home, office, farm and automobile as well as model building and hobby crafting—are constant reminders of your products and services . . . and your prospects, customers and workers will keep them always available. Tools are of high-grade alloy steel . . . handles are of durable, bright red plastic. All tools are housed in hollow handle — and kits are individually packed. Handles can be imprinted . . . with your name or trade mark . . . at nominal cost.

Write for descriptive literature, state your requirements, also wording of imprints. Quotations will be sent promptly.

Over 44 Years in Business

STANDARD PRESSED STEEL CO.
JENKINTOWN, PA. Box 10

Name Hollywood Agency

Capka, Kennedy & Duke, Hollywood agency, has been appointed to direct the advertising of the new Phil Baker Evanette pen made by the Evans Pen Corporation, Los Angeles. Magazines, trade publications and radio will be used. The agency also has been named to handle the advertising of American Telecasting Corporation of Los Angeles, using radio, newspapers and television publications.

Hilton Opens Agency

Peter Hilton, formerly with Maxon, Inc., and Donahue & Coe, has opened his own advertising agency at 680 Fifth Ave., New York.

FREE Increase readership of your ads with LIFE-like EYE*CATCHER photos. Used by biggest advertisers. Nothing like them anywhere. 100 new subjects monthly. Mat or Glossy Print plan at low cost. Write for new FREE proofs No. 106. No obligations. EYE*CATCHERS, 10 E. 38 St., N. Y. C. 16.

Wyoming Begins Drive to Attract New Industries

CHEYENNE, WYO. — Wyoming, "The land of plenty," is stepping out with a magazine and newspaper campaign, to continue throughout 1948, to win its share of industrial development among the states.

The program, set up by the Wyoming Commerce and Industry Commission, calls for regular space in *Business Week, Chicago Journal of Commerce, Fortune, Newsweek, Time* and *Wall Street Journal.*

Backing up the claim that Wyoming is "The land of plenty," copy points to "Plenty of rare minerals and clay . . . plenty of cheap, widely distributed hydro-electric power; coal deposits, natural gas and oil fields, plus convenient transportation facilities and plenty of friendliness and cooperation." Special emphasis is given to the statement that Wyoming has no state income tax on either corporations or individuals.

C. D. Williamson, president of the Wyoming Timber Company, Hanna, is chairman of the commission, whose headquarters have been established in the state capitol building here. The 1947 state legislature appropriated $100,000 for its promotional work.

Howard C. Anderson has been named secretary-manager of the commission and the Fadell Company, Minneapolis advertising agency, has been appointed to handle advertising and public relations.

Plugs New Hair Trimmer

The Sta-Neet Corporation has launched an introductory campaign for Sta-Neet hair trimmer in the southern California area, using Sunday newspapers and spot radio. National distribution and other advertising will follow upon completion of the California test. Mayers Company, Los Angeles, is the agency.

The Virility of Want Ads!

Of all classes of advertising, want ads are closest to the people. They are, in fact, the people's own advertising.

Of all farm papers the nation over, The Weekly Kansas City Star enjoys uncontested leadership in volume and numbers of want ads, the farmers' own advertising.

Printed on high speed newspaper presses, and reaching farmers the next morning after publication, The Weekly Kansas City Star is the only farm paper affording farmers dependable want ad service.

When you advertise in The Weekly Kansas City Star you are using the medium Midwestern farmers use in their own advertising.

The Weekly Kansas City Star.

LARGEST FARM WEEKLY CIRCULATION IN AMERICA

436,422 Paid-in-Advance Subscribers

Getting Personal

Lucky winner of the Westinghouse radio which was the door prize at the Oct. 29 luncheon meeting of the New York Radio Executives Club, was **Morris Novik,** radio consultant. The set was contributed by the Westinghouse radio stations. . .

John Crain, ad mgr. of Chicago Pump Company, and his wife have a new daughter whom they've named Cathleen Edwards. . .

A baby boy, Jones Conover, was born to **Harry Conover,** head of the Conover model agency in New York, and his wife, known professionally as Candy Jones, a cover girl herself, on Oct. 28 in New York City. . .

FCC Commissioner **Clifford J. Durr** was voted man of the year at the 11th annual School Broadcast Conference, held in Chicago, for his "outstanding and meritorious service in the field of educational radio." . .

Nobody is going to impersonate **A. Howard Fuller,** president of the Fuller Brush Company, Hartford, Conn. He went all the way to Hollywood to play himself in a scene in the new Red Skelton picture, "The Fuller Brush Man." . . A fitting Hallowe'en character was **Dick Pack,** WNEW (New York) publicity director, who posed as "The Villain of Distinction," parodying the "Man of Distinction" Calvert ads, at a Hallowe'en station shindig. The party promoted WNEW's "Mysteries at Eight" series. . .

OUTDOORSMEN—Between indoor sessions at the Atlantic City convention of the Outdoor Advertising Association of America, Kerwin Fulton (putting), president of Outdoor Advertising, Inc., New York, and W. Rex Bell, president of Arbee Co., Terre Haute, Ind., took advantage of the Indian summer weather for a golf game.

Wedding bells rang out on Oct. 31 in New York, for **Roland Irvine Gammon,** New York manager of Margaret Ettinger & Co., public relations counsel. His bride is Jean Thompson of New York. . . Another wedding took place on Nov. 1 in Plainfield, N. J., when Charles Greenough Mortimer III, son of **Charles G. Mortimer Jr.,** vice-president in charge of marketing of General Foods Corporation, New York, was married to Elisabeth Bartlett Smith. . .

While attending the fall meeting of Nat'l. Newspaper Promotion Assn., in the shadow of Ohio State at Columbus, five visitors used their spare time to relive college life as it was lived at the University of Wisconsin during the years from 1924 to 1927. The five who discovered they'd all gone to the same school at the same time were **Court Conlee,** *Milwaukee Journal;* **Andy Hertel,** *Milwaukee Sentinel;* **Pierre Martineau,** *Chicago Tribune;* **Irv Taubkin,** *New York Times;* and **Gorden Lewis,** ADVERTISING AGE. . .

George H. Giese, a vice-president of McCann-Erickson, New York, and account executive in the agency's New York foreign department for Coca-Cola, Standard Oil and other clients, is on an eight-week tour, visiting McCann offices in Latin America. . .

Elwood C. Hoffman, script editor in the CBS program writing division, is now working with Charles Luckman's Citizens Food Committee, aiding in their radio campaign. He was called to Washington for a two-week special writing assignment. . .

Herbert M. Baus, Los Angeles public relations counselor, has just finished reading proof on his new book, "Public Relations at Work," scheduled for early 1948 publication by Harper & Brothers. **James W. Irwin,** assistant to the pres. of Ford Motor Co., wrote the foreword. . .

John Huston, publisher of the *Courier*, Ottumwa, Ia.,celebrated his 50th anniversary with the newspaper Nov. 5, when employes held a public reception in the *Courier* building. . . A 40-page jubilee edition of the *Argus*, Montpelier, Vt., carrying a congratulatory message from President Truman, marked the 50th anniversary of the paper, which was founded Oct. 30, 1897, by the father and grandfather of the present publisher, **B. Elaine Atkins.** . .

George Kay, a member of the classified ad dep't of the *Memphis Commercial Appeal,* has been named sec'y-treas. of his class at the U. of Memphis Law School. . . The Uniontown, Ala., high school library is $5,000 richer through the generosity of **Henry P. Johnston,** exec. v.p. of the *Birmingham News* and *Age-Herald* and managing dir. of Station WSGN. . . Another *News* and *Age-Herald* exec., **Harry B. Bradley,** business mgr., heads the Christmas Seals sales drive in Jefferson County. . .

Both Dallas publishers, **E. M. (Ted) Dealy** of the *News* and **Tom C. Gooch** of the *Times Herald,* received honorary Masonic degrees as Knight Commanders of the Court of Honor at the Oct. 21 Scottish Rite in Washington. . . Staff members of W8XCT, the Crosley video station in Cincinnati, ate a television camera Oct. 30, in honor of the birthday of **J. R. Duncan,** acting director of Crosley video operations. The "camera" was a 60-pound cake, worked out in detail and 100% edible. . .

Account Executive **E. J. Conlon,** of John W. Shaw Advertising, Chicago, and his former secretary, Patricia Carmody, were married Nov. 8. They met at Burton Browne Advertising, where he was an account executive before joining Shaw. . . **John Shaw,** pres. of the aforementioned agency, now a veteran of the married state, celebrated, with Mrs. Shaw, their twelfth anniversary, with a dinner at their Libertyville, Ill., farm. . .

Honor Veteran Springfield Brand Names

SPRINGFIELD, MASS. — Considerable emphasis must be placed by major advertisers on the importance of channeling part of their budgets into public service advertising, Henry E. Abt, president of Brand Names Foundation, New York, said here in an address before the Springfield Advertising Club.

In Springfield to honor 10 western Massachusetts concerns which have used brand names for more than 50 years and have held public confidence through integrity, reliable quality and fair prices,—Mr. Abt declared that business and advertising must work hand-in-hand to promote strength and unity on the home front, since this is essential to America's role as world leader.

He said that confusion today on all economic levels is the result of "truth, half-truth and falsehood which was shouted before the war." To counteract this, he said, business must set aside some of its money, skill and energy "not just to sell our own product but to sell the institutions of which our producing and distributing systems are parts."

Concerns honored at the meeting were: G. & C. Merriam Company, Springfield, publisher of Webster's dictionary; H. B. Smith Company, Westfield, boilermaker; Milton Bradley Company, Springfield, game manufacturer; Smith & Wesson, Inc., Springfield, revolvers; J. Stevens Arms Company, Chicopee Falls, gunsmith; Westfield Mfg. Company, Westfield, bicycles; Pro-phy-lac-tic Brush Company, Florence, tooth brushes; U. S. Envelope Company, Springfield; W. F. Young, Inc., Springfield, maker of Absorbine Jr., and Strathmore Paper Company, West Springfield.

Station KIOA Goes On the Air in January

A new Des Moines radio station, KIOA, is expected to go on the air by Jan. 1. The station, operated by the Independent Broadcasting Company, Des Moines, will operate on 940 kc. with an FM power of 50 kw. and AM daytime power of 10 kw. and nighttime power of 5 kw. The studios and offices will be located in the Onthank building.

John W. Boler is president of the company; John Ruan, vice-president; Joseph Rosenfield, secretary, and Edwin F. Buckley, treasurer.

Canada Gets Lin-X

Canada Paint Company, Lowe Brothers Company, Martin-Senour Company and Sherwin-Williams Company of Canada, through J. Walter Thompson Company, Montreal, are using daily newspapers to introduce Lin-X, anti-slip self-polishing wax, in Canada.

"Ad-wise"
SIMONIZ
is in the pulps!

Why not? Popular covers one-fourth of all home-owning families, more than one-third of all car-owning families — 12,750,000 new prospects for you.

THE Popular
Fiction Group
NEW YORK: 205 East 42nd St.
CHICAGO: 333 North Michigan Ave.

CDNA Accepts Carter

Garry J. Carter of Canada Ltd., Toronto, has been granted recognition by the Canadian Daily Newspapers Association. Mr. Carter is also president of the New York agency bearing his name.

Goodrich Boosts Two

Harold J. Poole, assistant national service manager, has been appointed manager of farm service tire sales of B. F. Goodrich Company, Akron. James E. Carhart, manager of the fleet maintenance department, has been named to succeed Mr. Poole as assistant national service manager.

Timely Incorporates

The incorporation of Timely Associates, New York, effective Nov. 1, has been announced by Daniel R. Prosnit, president, and Hubert K. Simon, secretary-treasurer. The firm will continue to serve as a general advertising agency with radio and sales promotion departments.

KWWL Begins Operations

Station KWWL, Waterloo, Ia., went on the air for the first time Nov. 2. The 1,000-watt station is owned by 31 citizens of Waterloo and Cedar Falls, Ia. Michael McElroy is general manager and Gene Loffler, program director.

Opens Canadian Offices

W. H. Emmett (Overseas) Ltd., English advertising agency, has opened offices in Montreal and Toronto, with H. P. Diehl as general manager for Canada. Bruce Butler, formerly with L. J. Heagerty & Associates, Toronto, has been named manager of the Toronto office. The agency has been granted recognition by the Canadian Daily Newspapers Association.

Plans Pixine Test

Pixine Company, pharmaceuticals, Troy, N. Y., has appointed Jasper, Lynch & Fishel, New York, to handle a national campaign on behalf of Pixine, a skin ointment. A test drive is being planned.

Arnold Roston

House Beautiful leads all magazines in draperies & household fabrics advertising
House Beautiful
BETTER YOUR HOME
BETTER YOUR LIVING

Source: "Leading National Advertisers," July 1947.

IN 6,500,000 HOMES FROM COAST TO COAST

Pictorial Review

Covering 10 major markets through the Sunday Issues of

New York Journal-American
Baltimore American
Pittsburgh Sun-Telegraph
Detroit Times
Chicago Herald-American
*Milwaukee Sentinel
Boston Advertiser
Los Angeles Examiner
San Francisco Examiner
Seattle Post-Intelligencer

*(*Milwaukee Sentinel represented for Pictorial Review only)*

A HEARST PUBLICATION REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

Nowhere Else

SUCH LOCALIZED SELLING POWER!

Only Pictorial Review among national magazines puts the magnetism of local entertainment news to work for you

As never before, screen and stage exert a mighty magnetism with people of all ages. Yet, only one national magazine—Pictorial Review—fully satisfies people's hunger for local and national entertainment news.

It is agreed that all business is *local.* In an average recent week, Pictorial Review carried the *local* ads of 921 *local* movie houses and 124 locally presented stage shows. That's why Pictorial Review's *local* impact and influence fits into the *local* selling job which manufacturers and merchants must do.

No wonder people flock to "your show" when you set the stage in Pictorial Review! You reach over six and a half million families in ten of America's major markets at the *local* level . . . right at the point of sale.

Nowhere Else does the magnetism of *local* entertainment news draw people to your advertising.

Nowhere Else can you pick your markets—from 1 to 10—*exactly as you like.*

Nowhere Else can you sponsor such a star-studded cast of writers and artists.

Nowhere Else is advertising so rigidly limited to assure you *spotlight* visibility.

For All The Facts on Consumer Markets and Media Data

LOOK in

Advertising Age's
1947 Consumer
MARKET DATA BOOK

Advertising Age's
CONSUMER MARKET DATA BOOK
100 EAST OHIO STREET, CHICAGO • 330 WEST 42nd STREET, NEW YORK

Bank Begins Campaign

The Seattle-First National Bank has launched a six-month campaign using weekly ads in metropolitan dailies and rural newspapers throughout the state. Supplementing the newspaper copy are painted and 24-sheet posters, spot radio and car cards. Pacific National Advertising Agency, Seattle, is in charge.

AMA Group Elects

Anthony Moitoret, Seattle representative of Braun & Co., has been elected president of the Pacific Northwest chapter of the American Marketing Association. Joseph E. Ward, Ward, Fish & DeForest, is vice-president, secretary and treasurer.

Kroger Shifts Two

Joseph Sherry has been appointed flour, sugar and baked goods merchandising manager of Kroger Company, with headquarters in Cincinnati. He succeeds A. E. Rain, who has been named frozen products merchandising manager.

Something Missing

. . . like California without the

BILLION DOLLAR VALLEY OF THE BEES

SACRAMENTO VOTED TOP TEST MARKET

Sales Management's 1947 survey of test markets shows that in the opinion of agency space buyers and national advertisers, Sacramento leads the entire country as a good test market!

Naturally one of the reasons given for choosing prosperous Sacramento was "good coverage by newspapers." That's putting it mildly—*The Sacramento Bee is home delivered to 9 out of every 10 families in the ABC city zone.*

OF COURSE you knew that California's Billion Dollar Valley of the Bees is a "must" market. That it represents nearly 2 Billion in buying power . . . tops San Francisco in annual retail sales by 250 Million.*

But did you know this? *To sell in this market, you have to advertise IN the market.* Outside newspapers just can't do the job for you — any more than Cleveland papers can cover Pittsburgh.

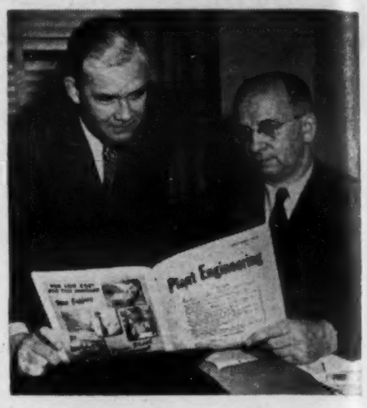
The hands-down favorites in the Billion Dollar Valley are The Sacramento Bee, The Modesto Bee and The Fresno Bee. In an area containing three-quarters of all the Valley's buying power, these three McClatchy papers far outcirculate and outsell all competition — local and West Coast.

McCLATCHY NEWSPAPERS

THE SACRAMENTO BEE
THE MODESTO BEE
THE FRESNO BEE

*Sales Management's 1947 Copyrighted Survey

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE, INC.
NEW YORK · LOS ANGELES · DETROIT · CHICAGO · SAN FRANCISCO



FIRST—C. J. Shower, Detroit agency man (seated) adds to his collection of first issues as Kingsley L. Rice presents him with first issue of new Plant Engineering.

Shower's First Issue Collection Grows a Notch

DETROIT — C. J. Shower, vice-president of Charles M. Gray & Associates, Detroit agency, has another first issue to add to his collection.

Responding to a request made last August, Publisher Kingsley L. Rice personally presented him with a first issue of the new *Plant Engineering* the other day.

Mr. Shower became interested in first issues of magazines as a hobby back in the '30s, and with the latest addition, has 204 specimens in his collection. Chiefly he has collected general magazines and business papers, with a few house organs and newspapers thrown in.

"I don't know how I happened to start this magazine hobby," Mr. Shower says, "except that I am a 'string-saver' at heart. I also like to pick up 'slips of the press.'

"My collection of typographic slips is small but interesting. A couple of my favorites are the headline from a Battle Creek election story that says: 'Socialists Aiming at Hooper's Seat,' and another which reads, 'Hereafter it will be unlawful for persons to be on the streets after 8 p.m. without their tail-lights burning.' But collecting slips is harder than getting first issues, because a number of friends, especially representatives, send me first issues whenever they run across them."

Plant Engineering, latest addition to the collection, is one of the two papers which have emerged from the former *Power Plant Engineering.* It is published by Technical Publishing Company, Chicago.

Rheem Appoints Towne

R. Louis Towne, formerly sales manager of the pump division of Eastern Industries, Inc., West Newton, Mass., has been appointed sales promotion manager of Rheem Mfg. Company, with headquarters in New York.

Sugar Firm Names Laird

Kenneth Laird, formerly Texas district sales manager of the table syrup division of Anheuser-Busch Corporation, Dallas, has been appointed assistant sales manager of Imperial Sugar Company, Sugarland, Tex.

Issues New Rate Card

Employe Benefit Plan Review, published quarterly by Charles D. Spencer & Associates, Chicago, has issued a new rate card setting the one-time single page rate at $112.50. Guaranteed circulation is now 4,050.

Names Adair & Director

Ganeles-Lenger Wine Corporation, maker of kosher wines, has appointed Adair & Director, New York, to handle its account. Starting in January, the company will employ newspapers, subway posters, 24-sheets, radio and direct mail.

Credit Institute Hits 'No Money Down' Promotion

WASHINGTON — As government credit controls ended, the Retail Credit Institute of America warned that "no down payment" advertising and sales promotions may cause stores to "lose face" with customers and communities.

Asserting that today's consumers "can spot the 'off-color' and 'come-on' a mile away," the institute said: "You have only to stop three women on the street to find three who believe 'no money down' advertising marks a merchant with loose ethics."

"As early as 1941 the consumer had started to consider the merchant who used 'supers' like 'no down payment' a 'willful prevaricator,'" the institute said. "It is a fair guess that even the man who needs it would rather not have his neighbors see him patronize the store that marks him as a 'nothing downer.'"

The institute is urging retailers to approach credit with copy slanted to invite customers "to come in and arrange terms best suited for your convenience."

Consumer Owns Credit

"Credit is a possession of the consumer," the institute explains. "Retailers who still tell customers that credit is granted label themselves as antiquated, old fashioned, mistaken and egotistic.

"Consumers more and more cease to bite, for they are being trained to realize that credit is their personal and family possession, that all they need and want is opportunity to use it according to their need."

In its pamphlet, "How to Lose Business and Alienate Customers," the institute illustrates its copy approach:

". . . When you use your credit in this store, you deal with merchants who know that credit, like cash, is a personal, valued possession. We offer you the opportunity to use it. The terms? What is most satisfactory to you?"

". . . When you buy from us, it is our privilege to work out with you the amount of down payment and length of time you take to pay the balance."

". . . Why advertise 'no money down' to customers who don't want to pay that way? We all have different plans. How would you like to pay?"

NBC Reduces Rate Protection Period

In a letter to advertisers and agencies, NBC served notice that after May 1, 1948 it will guarantee six months protection in the event of rate increases. The present protection period for advertisers is one year.

Pointing out that there has been no general NBC station rate increase since October, 1939, the letter said that the network's expenses, exclusive of expenditures for television development, increased 33.5% between the end of the war and January, 1947. The network is unable to meet augmented costs with increased volume, advertisers were told, since there are only two hours per week of unsold network commercial time available.

Transfers McCormack

Austin F. McCormack, in the New York office of Permutit Company, has been appointed sales engineer in charge of the water conditioning firm's newly established Rochester office. The new office replaces the Syracuse office, which has been closed. The Syracuse branch was directed by F. D. West, who has retired.

Duralaun Names La Fond

Duralaun Corporation, New York, has appointed Richard La Fond & Co., New York, to handle industrial promotion and business paper advertising on its entire line of linens and laundry-tested products.

Form Chant Agency

A new publicity and advertising agency, Chant, Inc., has been opened at 418 Wilmac building, Minneapolis. The agency will be managed by Miss Margaret Chant, formerly on the publicity staff of Hennepin County Tuberculosis Association, president, and Miss Bayle Zurovsky, who formerly edited the *Currier*, Crosby, Minn., secretary.

Names C. Lester Jones

C. Lester Jones, formerly chief engineer and works manager of Sperry Products Company, has been named assistant to Ralph B. Rogers, president of Indian Motocycle Company, Springfield, Mass. Mr. Jones will be in charge of getting the company's new lightweight motorcycles into production.

Opens Sales Office

Mail-A-Voice Distributors, Inc., has opened sales offices in Dallas to handle the Mail-A-Voice dictating machine of Brush Development Company, Cleveland. John M. Klein, formerly general sales manager of Standard Business Machines, Chicago, is president of the distributing company.

Retailers Set Meetings

The first national variety fair for 1948 will be held Jan. 25-28 at the Henry W. Kiel Auditorium, St. Louis. The American Retailers Association will hold its semi-annual convention at the Jefferson Hotel during the same week.

Portland Agency Moves

Pacific National Advertising Agency, Portland, Ore., has moved to larger quarters in the Cascade building.

Everybody sees you Teena

...but how many know your influence?

Time was when few took notice of Teena the high school girl. Advertising sold the man of the house . . . the woman of the house . . . or both via all-things-to-all-people magazines. That was before our girl Teena was seen shopping, on her own, in the nation's stores and groceries; before she was heard voicing her product preferences and persuading her friends and family to switch to... And that was decidedly before SEVENTEEN! Now advertisers that want to sell Teena use the magazine she and her 7,999,999 teen-mates read, believe and call their very own —

seventeen • *the young girl's service magazine*

Faught Criticizes 'Scrapbook' PR at Metal Show

CHICAGO — To Dr. Millard C. Faught, executive vice-president of the New York public relations firm of Young & Faught, "the $2,334,536,253" spent on advertising last year was well worth the money, although failure of advertisers to explain the need for $25,000 broadcasts and the like loses the companies much public good will.

So he told members of the National Metal Trades Association at their annual convention here.

But Dr. Faught thinks less highly of his own trade. There are many public and industrial relations firms, he said, which, "for a tidy fee, will rush into your company or factory, rummage through the files and scurry forth to perfume your product in public print and give your corporation a 'soul.'"

This is a description he believes fits many of the profession:

Describes Publicity Experts

"They have had little or no business administration experience;" they cannot tell a turret lathe from a wheelbarrow; "their knowledge of the economics, geography, financial and legal aspects of business enterprise is barely adequate for cocktail conversation;" "they think all labor leaders have horns, and that most government officials have to be bribed and, most of all, that good public relations is measured solely by the number of lines of clippings that can be pasted in a scrapbook."

Dr. Faught also criticized business men for making "a big whoop de-do about stockholders being made up of widows and housewives, gas station attendants, farmers and high school savers" and then sending them reports "of how we're running their businesses that a CPA can't read without a reference book handy." Business takes our free enterprise system for granted, he warned, and unless it does something to show the public what the system can do, it may fail.

Eric Johnson Speaks

Eric O. Johnson, general manager, American Central division, Avco Mfg. Corporation, Connersville, Ind., showed the association slide films he used in explaining to his employes in a completely informal, heart-to-heart manner how capital, management, advertising, profits and workers fit into the company's picture and future.

To explain his own position, for example, Mr. Johnson has told American Central's employes:

"Now where do I fit in? What is management? I am the guy behind the eight-ball that you depend on to stand between you and the customer. You depend on me to know what the customer wants and what he will pay for it. . .

"There has been a lot of propaganda in regard to management salaries—I mean all management salaries. Let's take myself for an example. Let's say for instance I am being paid $50,000 a year.

"You cut my salary to $10,000. You would save $40,000 a year in salary. Divide this among you employes—giving you $13 more a year or about 25 cents a week more on your paycheck.

"But supposing I couldn't afford to work for $10,000 a year and I could get a job with some other company with the kind of salary that I felt I was entitled to. You hire a new man for $10,000. I doubt if you could get (him, but) all he would have to do would be to make one serious mistake—possibly lose a good customer. Not only do you lose the 25 cents a week you saved by cutting the salary, but many of you would lose your jobs."

It's 'Tik-L' Now

Wegeners, Inc., Detroit, plans to launch a newspaper campaign featuring the new name for Wegener's Rock & Rye, which is to be called "Tik-L." The name was selected in a recent contest. Livingstone Porter Hicks handles the account.

Increases Ad Rates

Construction Digest, Indianapolis, has issued a new rate card, No. 5, showing an increase in the basic page rate from $140 to $160, with a new circulation of over 8,500.

Names Schoenfeld

Youth-Kist Products Company, Chicago, has appointed Schoenfeld, Huber & Green to handle its advertising. Newspapers, magazines and radio will be used.

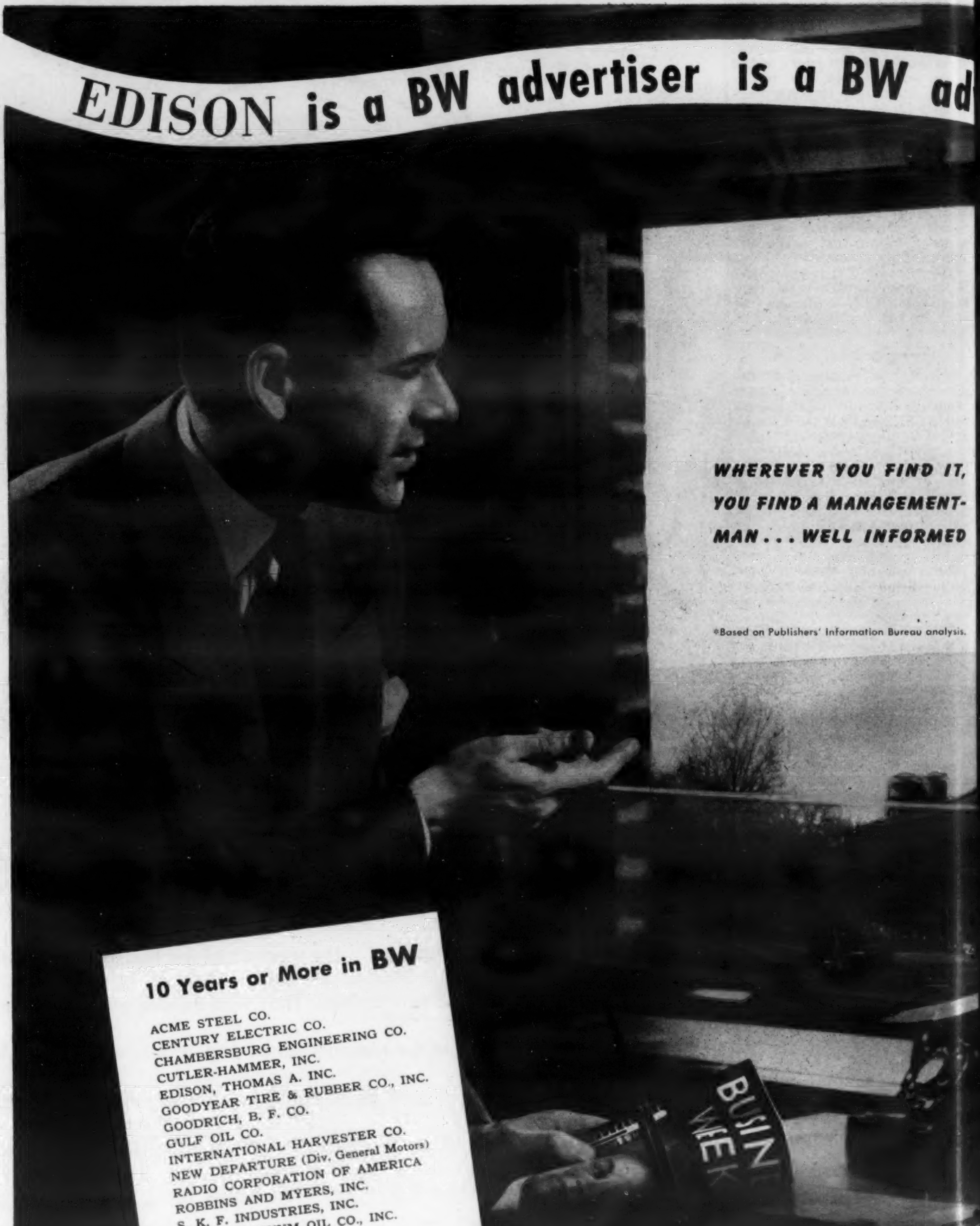
PEPSI-COLA

hits the pulps!
12,750,000 people
that's a lot!

Yes, the 12,750,000 readers of The Popular Fiction Group form a top-notch mass market. Be sure your advertising hits these people.

THE Popular Fiction Group

NEW YORK: 205 East 42nd St.
CHICAGO: 333 North Michigan Ave.


EDISON is a BW advertiser is a BW advertis
BUSINESS WEEK

WHEREVER YOU FIND IT,
YOU FIND A MANAGEMENT-
MAN . . . WELL INFORMED

*Based on Publishers' Information Bureau analysis.

10 Years or More in BW

ACME STEEL CO.
CENTURY ELECTRIC CO.
CHAMBERSBURG ENGINEERING CO.
CUTLER-HAMMER, INC.
EDISON, THOMAS A. INC.
GOODYEAR TIRE & RUBBER CO., INC.
GOODRICH, B. F. CO.
GULF OIL CO.
INTERNATIONAL HARVESTER CO.
NEW DEPARTURE (Div. General Motors)
RADIO CORPORATION OF AMERICA
ROBBINS AND MYERS, INC.
S. K. F. INDUSTRIES, INC.
SOCONY-VACUUM OIL CO., INC.
TEXAS CO.
TWIN DISC CLUTCH CO.
WARNER & SWASEY CO.
WESTINGHOUSE ELECTRIC CORP.

Joins Fawick Airflex

Richard Scott Huxtable, formerly assistant to George W. Codrington, vice-president and general manager of the Cleveland diesel engine division of General Motors Corporation, has been named executive vice-president and general manager of Fawick Airflex Company, Cleveland.

'New World' Ups Rates

Effective with the February, 1948 issue, *New World* and *Nouveau Monde*, French edition, Toronto, will increase their basic page rates from $1,250 to $1,375, based on a circulation of 250,000. The two publications are offered to advertisers as a single unit and rates cover insertions in both English and French editions with no extra charge.

Ceder Boosts Neuser

Robert A. Neuser, account executive, has been appointed service director of Ceder Advertising Company, St. Paul.

Philco Intends to Push Television Sets for Christmas

NEW YORK—Starting early to attract the pre-Christmas trade, Philco distributors will make a big push—using newspapers, radio, outdoor and magazines—to sell television sets to the holiday shoppers.

The New York distributors, who advertise regularly in local dailies, will step up their efforts during the drive. Suburban papers, including some foreign language publications, will be added to the list as well as the *New York Times Magazine, This Week* and *Pictorial Review*. Full-page advertisements will feature Philco's new large screen projection set, priced at $795. The picture available on the 15 by 20-inch screen will be reproduced life size.

In addition the Philco distributors will use spot radio and outdoor. A table model priced at $395 will be plugged along with other medium-price receivers.

Already scheduled are a series of announcements on WNEW, WMAC and FM Station WABF. Other independent stations are to be added to the list later.

Hutchins Advertising Company is handling the promotion, with some of the spot radio being placed through Sternfield-Godley.

NBC Promotes Anderson

Herbert V. Anderson, formerly account executive for WNBC, New York, has been named account executive in the sales division of NBC's television department. He has been with the network since 1944.

To Lamb, Smith & Keen

E. D. Geoffrey Garth, at one time with McCann-Erickson and the *New York Times*, has joined Lamb, Smith & Keen, Philadelphia, as an account executive.

rtiser is a BW advertiser is a BW advertiser
Handling Work to STOP and GO
EDISON

For 18 years, Thomas A. Edison, Inc., has been a consistent advertiser in the pages of Business Week. Reason: To mold the thinking of men who have the authority to say "yes"; the power to say "no." Seventeen other leading firms in the *Machinery and industrial lubrication classification have been in Business Week for ten years or longer.

Under the above classification, Business Week in the first six months of 1947 carried 382 pages . . . *five and one-half times* as many pages of advertising as the average of the other six leading general business and newsweekly magazines.

One simple fact explains the preference of advertisers for Business Week. No other magazine of its kind gives the advertiser such a heavy concentration of readers who are Management-men . . . executives who influence or make *buying* decisions. Business Week offers a minimum of *waste* circulation . . . advertising dollars invested in it "work harder."

YOUNG MAN GOING PLACES
SHOPPING NEWS

. . . AND THERE ARE 2,000 MORE LIKE HIM . . .

all working for you!

He's seeing to it that your advertising message hits home . . . 270,882 Cleveland homes.

He's a trained, conscientious Shopping News carrier boy.

Twice a week he makes his rounds in the better residential areas of greater Cleveland, carefully delivering the paper that influences the buying habits of the able-to-buy Cleveland women.

Cleveland
SHOPPING NEWS
5309 HAMILTON
CLEVELAND 14, OHIO

Represented nationally by
JAMES A. COVENEY COMPANY
501 FIFTH AVE. · NEW YORK 17, N.Y.
Chicago · Boston · St. Louis

HALF THE HOMES
IN BRITISH COLUMBIA
WITHIN 15 MILES
of OUR TOWER

REACH THIS RICH MARKET
through CKNW
NEW WESTMINSTER, B.C.

Issues Promotion Guide

The National Retail Hardware Association, Indianapolis, has issued its "Promotion Guide for 1948," a planning book for the association's three-part merchandising program. The book, formerly known as "NRHA Merchandise Promotion Calendar," designates and schedules newspaper advertising and window displays for the entire year.

Rhodes to Metro

Charles R. Rhodes has joined the Detroit office of the Metropolitan Group.

Covering Catholic Schools, Churches, Convents, Rectories, Institutions
CHURCH PROPERTY
ADMINISTRATION
Published bi-monthly at Milwaukee, Wis.

Hogate Named PR Director of NY Exchange

NEW YORK—Donald D. Hogate, formerly manager of McGraw-Hill's Washington editorial office, will join the New York Stock Exchange Dec. 1 as director of public relations, a newly-created post.

Eugene Lokey, previously vice-president in charge of public relations for the Exchange, will become executive assistant to the president and chairman of the board.

Before joining McGraw-Hill two years ago, Mr. Hogate was with General Motors Corporation in its public relations department for 10 years, first in Detroit and later on the company's "war staff" in Washington.

Prior to his work with General Motors he was a newspaperman in Indianapolis and Chicago. He is a brother of the late Kenneth C. Hogate, publisher of the *Wall Street Journal.*

Elects Rosenthal V.P.

Herbert D. Rosenthal, formerly vice-president and general sales manager of Pinaud & Co., has been elected vice-president in charge of sales of Associated Products, Inc., Chicago, manufacturer and distributor of Chen Yu nail preparations and other cosmetics. Jack D. O'Connor, formerly in charge of chain store sales, has been named assistant sales manager.

Joins Shirriff's

John Whitehead, formerly with Boyle-Midway (Canada) Ltd., has joined Shirriff's Ltd., Toronto, extracts, jelly and dessert products, as assistant to Hedleigh T. Venning, vice-president in charge of sales.

Devouring monster!

A side delivery rake is used only 40 ten-hour days in 16 years . . . a corn planter 57 days in 19 years . . . tractor-drawn discs 91 days in 13 years . . . a spring tooth harrow 134 days in 11 years . . . These figures are averages of farm machinery periods of usefulness and actual use, as researched by Mr. B. A. Jennings of Cornell . . . and dramatic evidence that Rust rather than use wears out most farm machinery, is a most costly pest on the typical farm. And the best remedy lies in the new war-developed petroleum-based compounds that put thin, airtight, oxygen-excluding protective coatings on metal and mechanisms . . . prevent rust, protect the farmer's investment in machinery.

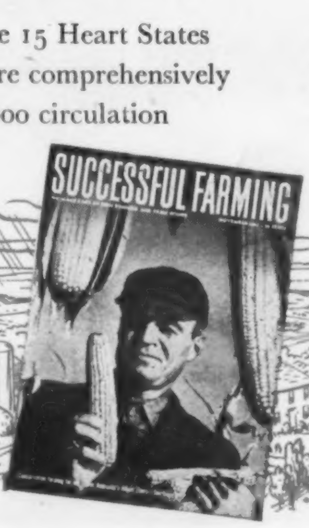
For a significant sidelight on the new techniques in America's No. 1 industry . . . and a better understanding of the markets in that industry . . . every sales manager and advertising man should read "What Makes Machinery Wear Out" in SUCCESSFUL FARMING, November issue.

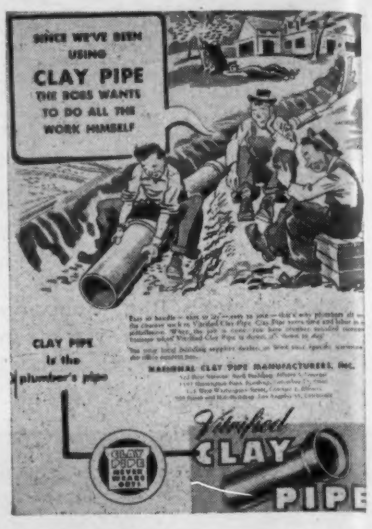
Reproductive Rodents . . . in three years, 1 pr. of rats could have 350,000,000 descendants . . . Rats cost farmers $2 per each per annum, can be controlled with ANTU, and the new 1080 . . . "Rats! Get Rid of Them Now," **page 24.**

Better Bacon . . . After 10 years of effort, USDA cooperating with Ag. Ex. Sta. have developed hybrid hogs—some look like "Anteaters", but may give better bacon, less lard, heavier hams . . . "Better Hogs By the Hybrid Route?", **page 31.**

Most missed market . . . The top U. S. farmers in the 15 Heart States read few general magazines, listen little to the networks . . . are comprehensively covered only by SUCCESSFUL FARMING, with more than 1,200,000 circulation concentrated among the best farmers with the best brains, best soil, best incomes—which last year averaged $7,860 gross (excluding gov't payments) . . . $3,252 above U. S. farm average!

With farm incomes and production at peaks, savings of six best years in ag history, billions in unsatisfied demands . . . the SF audience is the best class market in the U. S. today! No advertising is truly national without this market and medium! For data and details, ask the nearest office . . . SUCCESSFUL FARMING, Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.




SINCE WE'VE BEEN USING CLAY PIPE THE BOSS WANTS TO DO ALL THE WORK HIMSELF
CLAY PIPE is the plumber's pipe
NATIONAL CLAY PIPE MANUFACTURERS, INC.
CLAY PIPE NEVER WEARS OUT!
Vitrified CLAY PIPE

FOR PLUMBERS—A series of cartoon illustrated page ads will be launched the first of the year by National Clay Pipe Manufacturers, Inc., in plumbing and heating business papers. The campaign is a change from the straight product ads formerly used by the group in the plumbing field. Norman Malone & Associates, Akron, is the agency.

Sundial Shoe Builds Campaign on Fall Foliage

MANCHESTER, N. H.—The Sundial Shoe Company appreciates the colorful fall foliage of New Hampshire and wants its dealers and customers to enjoy it, too.

This fall the company built its dealer and prospect promotion around a color page which ran in the Nov. 2 issue of the *New York News* coloroto section. The advertisement appeared on the back page of this section in the metropolitan edition, and inside the book in the country edition.

On Oct. 17 Sundial sent out its first mailing to dealers, under the letterhead of "The Benevolent Society for New Hampshire Fall Foliage." Attached to the letter, which simply described the vivid New Hampshire countryside, was a leaf from "one of our famous maples" to give dealers an idea of what the letter was trying to describe.

Six days later the second letter was sent out to the same list, under the same letterhead. This letter told dealers about the Sundial black-and-white newspaper advertisements appearing weekly in 38 newspapers from Maine to Florida, and emphasized the color page ad which appeared in the *New York News.*

Sundial agency is Hoag & Provandie, Boston.

Manhattan Shirt Schedules Spring Ads

Manhattan Shirt Company, New York, will use between four and six black-and-white and full-color page ads in *Collier's, Esquire, Life* and *The Saturday Evening Post* for its 1948 spring promotion. In addition, a full-page, four-color ad in the February issue of *Charm* will feature two specially designed Manhatttan ties as Valentine gift suggestions.

The company will also place ads in 29 college newspapers throughout the country. Kenyon & Eckhardt, New York, is the agency.

Higgins Joins WISH

George J. Higgins, general manager of Station KSO, Des Moines, and vice-president of the Murphy Broadcasting Company, which operates the station, has resigned effective Nov. 15 to become general manager of Station WISH, Indianapolis.

Appoints Ray Becker

Ray Becker, formerly account executive of Rowe & Wyman Company, Cincinnati, has been appointed sales promotion manager of the dealers-distributors division of Ohio Advertising Display Company, Cincinnati.

New Hallicrafters Table Model Video Set Sells at $169

CHICAGO — Hallicrafters Company last week made a bid for a lion's share of the low-price television market as it unveiled a table model set priced at $169.50.

The new receiver is ready to go into production immediately and by the middle of January, William J. Halligan, Hallicrafters' president, declared, sets will be coming off the assembly line at the rate of 40 per day. A month later, production will be up to 100 a day, and steady increases thereafter are planned.

The $169.50 set retails at about $100 less than competitive models. The surprisingly low price has been achieved through the elimination of a power transformer and other costly parts in a simplified circuit which is said to be as satisfactory as that used in higher priced models.

Hallicrafters' new receiver incorporates a seven-inch tube, and has 13 push buttons for selection of the video channels. It is engineered so that the image tube is delivered with the set in one unit, necessitating only the installation of an antenna.

The new set is designed to permit the attachment of a lens accessory to increase the image 1½ times with little distortion, or up to 2½ times if desired. In addition to the push buttons, channel selectors, simplified volume control, and horizontal and vertical image adjustments have been built into the set, to insure simplicity of operation.

Customers will have a choice of two models, the black and silver motif of the amateur-commercial line, or the design of the Carnegie Hall series. A different set of distributors will be used for each of the two models in accord with the company's present policy.

Promotion plans have not yet been completed, but it is expected that when the receivers are available in quantity, simultaneous newspaper campaigns will open in all video markets.

Hirschhorn Resigns

Louis E. Hirschhorn has resigned as advertising and associate sales manager of the New York Merchandise Company, effective Dec. 31. He will open an advertising, sales and merchandising consultation service for manufacturers distributing their goods through the chain and independent variety stores.

Gets Potato Account

Speed-tatoes Products Company, Seattle, has appointed Brisacher, Van Norden & Staff, New York, to handle advertising for its precooked potatoes.

Appoints Burton Browne

Burton Browne Advertising, Chicago, has been appointed to direct the advertising of W. F. Hebard & Co., Chicago manufacturer of industrial tractor and material handling equipment for the industrial, transportation and service fields.

Bendix Appoints Two

John H. Kelly, formerly sales manager of Otto R. Nemeth, Inc., Chicago, has been named director of sales training of Bendix Home Appliances, South Bend. A. C. Olander, retail merchandising manager, has been appointed retail sales training manager.

Complete line of artists' materials
Art Books
Artists' Rubber Cement
Moulding Rubber
S S RUBBER CEMENT CO.
314 N. Michigan Ave. Cen. 3373, Chicago 1

★
Successful
Sales
Training
★

KEY TO PROFITS

In the years just ahead salesmen will again be the most important men in your organization — if they are properly trained.

Make sure that they are. Define their jobs, train them to handle their work and time most effectively.

This book will help you. It will answer your salesmen's questions. It is strictly "how to do it" all the way through —a practical 182 page cloth bound guide you will find essential.

ORDER YOUR COPY TODAY — $2.

ADVERTISING PUBLICATIONS, INC.
100 E. Ohio St. Chicago 11

FILL IN AND MAIL THIS COUPON TODAY

Advertising Publications, Inc.
Div. 922
100 E. Ohio St., Chicago 11, Ill.

Gentlemen:
Please send me —— copies of "Successful Sales Training." Enclosed is $————.

Name ....
Title ....
Company ....
Address ....
City ....Zone......State..........

OUR WINTER TOURIST TRAFFIC IS MIGHTY SWEET BUSINESS!
NATION'S FASTEST GROWING AUTOMOTIVE MARKET—THAT'S US!
BIG OUTLETS, SMALL OUTLETS—ONLY SAJ COVERS US ALL!

You Mustn't Miss the Sunny South's Big Small-Town Automotive Trade

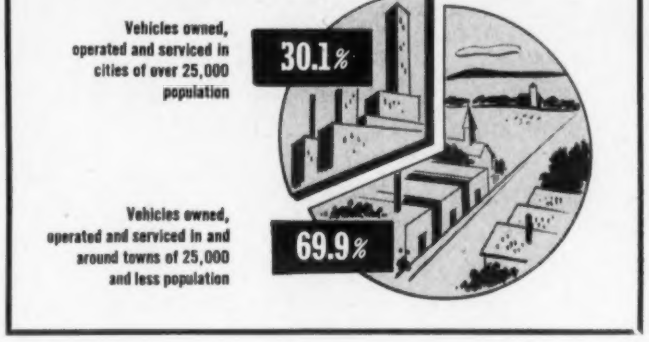
For blanketing these outlets doing 70 per cent of the business, and completely covering the entire 19-state market's big city trade as well, list SAJ for regular space all through '48.

Remember that the small town dealers of the South and Southwest usually do not limit their operations to sales and service of only one make of car. Often they sell two or more, almost invariably servicing all makes. Many of these dealers also sell trucks and powered farm equipment, with service facilities for all. *They're big business.*

To get your share of the sales from this 12-months-active market, your advertising must reach these thousands of smaller outlets as well as those of the larger cities.

SAJ, with 26,000 monthly circulation, carries your story into more than 5,500 cities and towns of the 19 states. It is the ONLY publication supplying adequate coverage of the booming South and Southwest.

OWNERSHIP-OPERATIONS LOCALE
9 Million Motor Vehicles of the South & Southwest



Southern Automotive Journal
GRANT BLDG. • ATLANTA 3, GA.

SOUTHERN AUTOMOTIVE JOURNAL

W. R. C. SMITH PUBLICATIONS

TEXTILE INDUSTRIES
SOUTHERN POWER & INDUSTRY
SOUTHERN HARDWARE
SOUTHERN AUTOMOTIVE JOURNAL
ELECTRICAL SOUTH
SOUTHERN BUILDING SUPPLIES

Editorial Awards Go to 38 Papers in 'IM' Contest

Judges Vote 44 Honors —Praise Standards of Business Publications

CHICAGO—An electrical series in *Motor Age, Institutions'* "food service contest" articles, and monthly surveys by *Mill & Factory* took first prizes for the best series of articles in *Industrial Marketing's* 10th annual business paper editorial awards contest.

This year, for the first time, awards were presented in three separate competitions, for industrial papers, merchandising papers and the class, service and professional group. Entries were up 50% over 1946, totaling 665, from 215 business papers.

Awards in five classifications in each of the three group competitions were made at dinners of the Chicago Industrial Advertisers Association and the Industrial Advertisers Association of New York.

In addition to the first award for the best series of articles in industrial papers, which went to *Mill & Factory* for "Surveys of the Month," three certificates were awarded by the judges. They went to *Tool & Die Journal* for "A Tooling Program for Forged Globe Valves;" *Machine Design* for "Production Processes, Their Influence on Design," and *Production Engineering and Management* for "Production Round Table."

Labor Problem Article Cited

In the industrial group, Class 2 (best single article), *Factory Management & Maintenance* took the first award for "The Labor Crisis, Its Causes and Cures." Certificates went to *Mill & Factory* for "The Labor Management Relations Act of 1947," and *Coal Age* for "Coal and the Coal Miner."

A diverse group of industrial publications took prizes in Class 3, for the best single issue. A "Symposium on Industrial Wastes" by *Industrial & Engineering Chemistry* took the first award. *Mill & Factory's* "Industrial Productivity Handbook;" "Materials for Design," which appeared in *Progressive Architecture*, and the "Gulf Coast Issue" of *The Oil & Gas Journal* all won certificates of merit.

In Class 4 (appearance, design and format), first award went to *Materials & Methods*. Certificate winners were *American Fabrics* for *American Fabrics Quarterly*, *The Architectural Forum* for "Houses, U.S.A.," and *Power* for "Steam Generation Handbook."

A "Progress Report on Drill String Research" conducted by *The Drilling Contractor* took first award in the highly competitive Class 5 (best original research); the continuing editorial research of *Commercial Car Journal* won a certificate usually reserved for specific projects. Other certificates went to *Industry & Power* for "A Study of Industrial Instrumentation," and *World Oil*, formerly known as *The Oil Weekly*, for "1947 World Oil Atlas."

Although the merchandising competition drew more entries than the industrial division (281 to 253), the merchandising group judges granted fewer certificate awards. The final result, however, was a testimonial to the breadth of editorial material used by business papers. The judges unanimously expressed great respect for the reader service rendered by the nation's business press.

Motor Age was voted first award in Class 1 for its articles entitled "Electrical Series." The only certificate awarded in this class went to *Apparel Arts* for its "Department Planning" series of articles.

Judges Praise 'Win the Peace'

First award for the best single article (Class 2) was won by *Men's Reporter* for its "Win the Peace." *Liquor Store & Dispenser* was presented a certificate for its "Tax Poster" and "Building a Gin Window."

In the third classification (for best single issue) *Domestic Engineering* walked off with first award honors for "Today's Best Buy," and *Home Furnishings Merchandising* took away a certificate for its issue on "Sales Training."

The appearance, design and format classification (Class 4) listed three winners. First award was voted to *Apparel Arts* for "Fashions & Fabrics," while certificates were awarded to *Boys' Outfitter* and *Domestic Engineering*.

The best original research awards were presented to *Apparel Markets* for "Apparel Market Data Book" (first award); and *Hardware Age* for "What Hardware Dealers Are Planning;" *Jewelry Magazine* for "The Retailer Gauges the Market," and *Boys' Outfitter* for its "Breakdown of Boys' Department Sales by Classifications" (certificates).

Forty-six publications in the class, service and professional group contributed 121 entries. *Institutions* took the first award in Class 1, for the best series of articles on one theme, with its "Food Service Contest." Runner-up was *Torch*, which received a certificate for "Torch Trips."

From Air Markings to Cancer

"The Open Door," appearing in *The Mast*, took the first award for the best single article. A certificate in the same class went to *Aviation Maintenance & Opera-*

QUALITY
PHOTO ENGRAVING
WASHINGTON
PHOTO ENGRAVING CO.
11-17 S. DESPLAINES ST.
CHICAGO · FRANKLIN 6343

Equitable Life Assurance Society of the United States
Ætna Insurance Group
HARTFORD, CONNECTICUT
Metropolitan Life Insurance Company
(A MUTUAL COMPANY)
America Fore
INSURANCE GROUP
THE CONTINENTAL
FIDELITY-PHENIX
NIAGARA
AMERICAN EAGLE
FIDELITY & CASUALTY CO. OF N. Y.
THE MARYLAND
THE PENN MUTUAL LIFE INSURANCE COMPANY
FOUNDED 1847
U. S. F. & G.
UNITED STATES FIDELITY & GUARANTY CO.
Hardware Mutuals
FEDERATED HARDWARE MUTUALS
John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS
A GOOD POLICY TO FOLLOW
American
MOTORISTS
INSURANCE
COMPANY
The Hartford Steam Boiler Inspection and Insurance Company
Great American Insurance Company New York
A M
AMERICAN MUTUAL
Northwestern Mutual
LIFE INSURANCE COMPANY
UNITED STATES FIRE INSURANCE COMPANY
110 WILLIAM STREET, NEW YORK, N. Y.
1792
PROTECT WHAT YOU HAVE
INSURANCE COMPANY OF NORTH AMERICA
COMPANIES. Philadelphia
EMPLOYERS MUTUALS of WAUSAU
New England Mutual
Life Insurance Company of Boston

tions for "Graphic Air Markings."

The class paper group judges gave first award for the best single issue (Class 3) to *Hotel Management* for "A Typical Hotel (The Hilton Chain)." *Modern Medicine* drew a certificate for its "Special Cancer Issue."

SAE Journal was the first award winner in the appearance, format and design classification, while *The Mast, Hollywood Reporter* and *Journal of Accountancy* won merit certificates.

The competition in Class 5 for best original research wound up with first award going to *The New York Certified Public Accountant* for "Education for Public Accountancy." A certificate was presented to *Recreation,* for "Recreation Yearbook."

List Group Judges

Judges in the industrial group were: E. V. Creagh, advertising and sales promotion manager, American Chain & Cable Company, Bridgeport, Conn.; Carlton K. Spier, vice-president and director, Batten, Barton, Durstine & Osborn, New York; Walter Dorwin Teague, industrial designer, New York; L. Rohe Walter, director of public relations, The Flintkote Company, New York; B. M. Walberg, account executive, The Cramer-Krasselt Company, Milwaukee; and Harold A. Wilt, business paper space buyer, J. Walter Thompson Company, New York. Jack Ghene, Haire Publishing Company, New York, acted as secretary to the judges.

Merchandising group judges were: Alfons Bach, Alfons Bach Associates, industrial and packaging designer, New York; Joseph P. Hardie, vice-president in charge of marketing, Bristol-Myers Company, New York; S. A. Pennock, account executive, G. M. Basford Company, New York, and Lawrence Valenstein, president, Grey Advertising Agency, New York. Group secretary was Thomas Creighton, editor, *Progressive Architecture,* New York.

Class group judges were: Douglas Wakefield Coutlee, director of advertising, Merck & Co., Rahway, N. J.; James Dorsey, director of distributive education, State of Connecticut, Hartford; E. M. Fleischmann, vice-president, David A. Schulte stores, and writer on restaurant and hotel management, New York, and Hal Pereira, architect, motion picture art director, and member of the executive staff of Paramount Pictures, New York. Burnham Finney, editor, *American Machinist,* was secretary to the group.

Winners of first awards received enameled copper plaques mounted on bleached walnut panels, and winners of the awards of merit received framed parchment certificates.

Morton Bailey Named Manager of 'SEP'

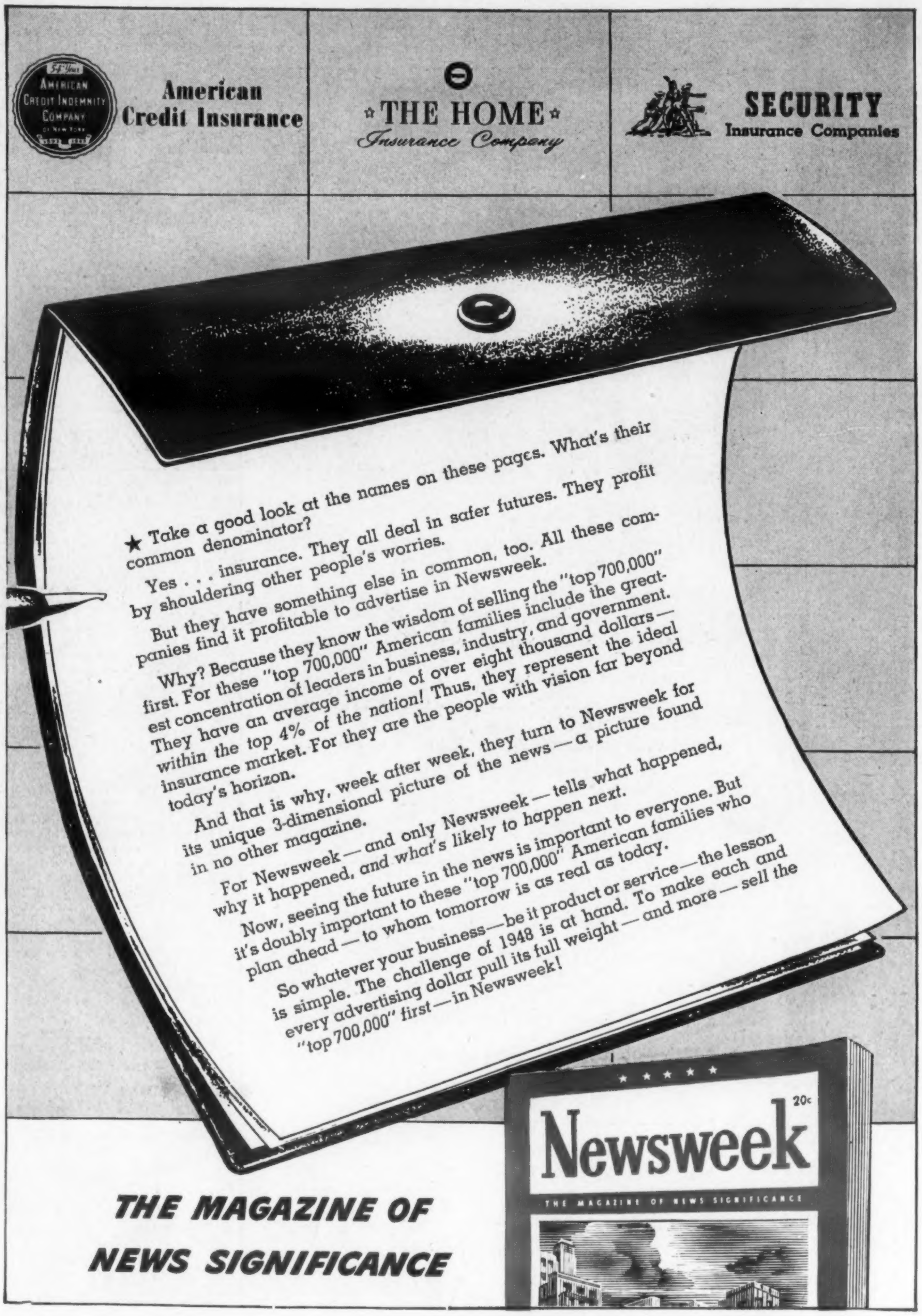
Morton Bailey, manager of the San Francisco branch office of the Curtis Publishing Company since 1930, has been appointed manager of *The Saturday Evening Post,* with headquarters in Philadelphia. He succeeds Arthur W. Kohler, who was elected vice-president and director of advertising.

Morton Bailey

Mr. Bailey joined Curtis in 1926 as an advertising salesman of *The Saturday Evening Post* in the Philadelphia branch office.

Names Ashley Purse

Ashley A. Purse has been appointed assistant to the president and a member of the board of directors of the Purse Company, Chattanooga agency.



54 Years American Credit Indemnity Company of New York 1893 1947
American Credit Insurance
THE HOME Insurance Company
SECURITY Insurance Companies
Newsweek
20c
THE MAGAZINE OF NEWS SIGNIFICANCE

★ Take a good look at the names on these pages. What's their common denominator?

Yes . . . insurance. They all deal in safer futures. They profit by shouldering other people's worries.

But they have something else in common, too. All these companies find it profitable to advertise in Newsweek.

Why? Because they know the wisdom of selling the "top 700,000" first. For these "top 700,000" American families include the greatest concentration of leaders in business, industry, and government. They have an average income of over eight thousand dollars—within the top 4% of the *nation!* Thus, they represent the ideal insurance market. For they are the people with vision far beyond today's horizon.

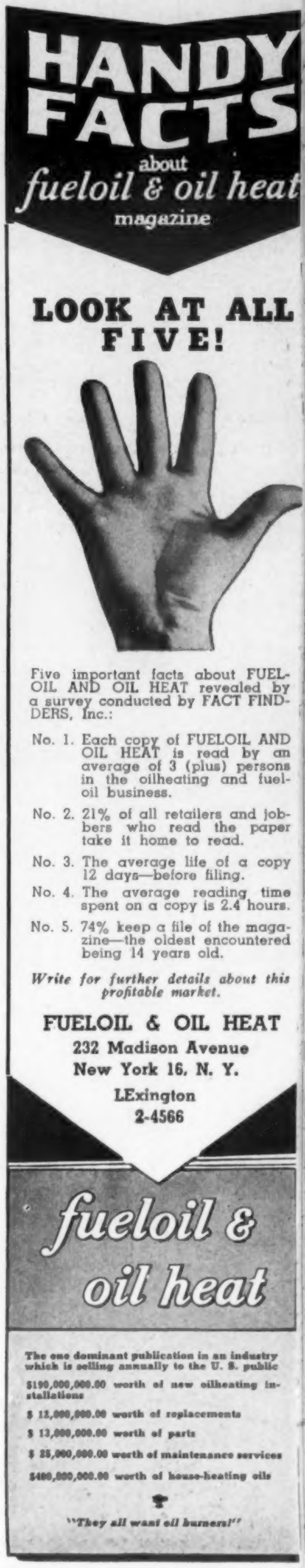
And that is why, week after week, they turn to Newsweek for its unique 3-dimensional picture of the news—a picture found in no other magazine.

For Newsweek—and only Newsweek—tells what happened, why it happened, and *what's likely to happen next.*

Now, seeing the future in the news is important to everyone. But it's doubly important to these "top 700,000" American families who plan ahead—to whom tomorrow is as real as today.

So whatever your business—be it product or service—the lesson is simple. The challenge of 1948 is at hand. To make each and every advertising dollar pull its full weight—and more—sell the "top 700,000" first—in Newsweek!

THE MAGAZINE OF NEWS SIGNIFICANCE



HANDY FACTS
about
fueloil & oil heat
magazine

LOOK AT ALL FIVE!

Five important facts about FUELOIL AND OIL HEAT revealed by a survey conducted by FACT FINDERS, Inc.:

No. 1. Each copy of FUELOIL AND OIL HEAT is read by an average of 3 (plus) persons in the oilheating and fueloil business.

No. 2. 21% of all retailers and jobbers who read the paper take it home to read.

No. 3. The average life of a copy 12 days—before filing.

No. 4. The average reading time spent on a copy is 2.4 hours.

No. 5. 74% keep a file of the magazine—the oldest encountered being 14 years old.

Write for further details about this profitable market.

FUELOIL & OIL HEAT
232 Madison Avenue
New York 16, N. Y.
LExington
2-4566

fueloil & oil heat

The one dominant publication in an industry which is selling annually to the U. S. public

$190,000,000.00 worth of new oilheating installations

$ 12,000,000.00 worth of replacements

$ 13,000,000.00 worth of parts

$ 25,000,000.00 worth of maintenance services

$400,000,000.00 worth of house-heating oils

"They all want oil burners!"

LAKE MICHIGAN
SOUTH BEND
MICHIGAN
INDIANA
WABASH RIVER
EXPANDED COVERAGE
Around the Lake...
Across the State and
Down beyond the
Wabash
COMMUNITY SHOWS
LOCAL PUBLICITY
LOCAL ADVERTISING
WINDOW CARDS
NEW CLEAR SIGNAL

NETTING **new** AUDIENCES

WSBT is bringing thousands of *new* listeners into its loyal audience. These newcomers are welcomed by friendly promotion in their own communities. WSBT was a good buy at 1000 watts. Now, at 5000 watts, it's unbeatable.

960 KC • CBS

WSBT
SOUTH BEND
NOW 5000 WATTS!

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVE

Shows Readership of 5 Small Dailies

SAN FRANCISCO—Findings in the third readership survey of small western daily newspapers have been published by the Hometown Daily Newspaper Publishers' promotion committee here.

The study covers five southern California dailies—*Alhambra Post-Advocate, Fullerton News Tribune, Pomona Progress-Bulletin, Riverside Daily Press* and *Ventura Star-Free Press.* Their circulations range from 9,357 to 20,065. Chilton R. Bush, head of the division of journalism, Stanford University, conducted the study. Ten other western dailies were covered in two previous Stanford readership studies in 1945 and 1946.

The new study shows the dailies average 9.1 pages in size, with an average of 302 items per issue. Graphic matter was remembered by 46% of men and half of women readers; reading matter by 20% of men and 23% of women; display ads by 8% of men and 11% of women; classified ads by 7% of men and 8% of women, and of all items, 17% were seen by men and 18% by women.

Dr. Bush declares that the study shows, as the previous studies did, that "the intensity of readership increases as the number of pages decreases." The report includes charts showing reader "traffic" page by page for the three surveys, and reproductions of the pages of the five papers with tabulations for each item and page.

Clark F. Waite, president, Southern California Associated Newspapers, is chairman of the promotion committee, which has offices at 625 Market St. here.

Stores Will Promote Book Certificates

Retail book store members of the American Booksellers Association, New York, are now offering book gift certificates. The plan will be promoted in national magazines beginning next month by the ABA and the American Book Publishers Council, New York. In addition the ABA will distribute mats to local dealers throughout the country for use in local newspapers.

ABA agency is Maxwell Sackheim & Co., New York, while Denhard, Pfeiffer & Wells, New York, handles the American Book Publishers Council account.

Adds Radio Show

National Cheese Company, Chicago, maker of Daisy brand cream cheese, cottage cheese and whipped butter, has expanded its advertising budget to include radio. The company is now sponsoring "Talking with Toni," a 15-minute informal interview show heard Monday, Wednesday and Friday over Station WCFL, Chicago, at 10:30 a.m. Harry J. Lazarus & Co., Chicago, is the agency.

A Technique for *Producing* Ideas
by
James Webb Young

Where do the moneymaking ideas come from—those ideas that make successful novels, radio programs, moving pictures, sales campaigns and business? James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book that you can read in an hour but will remember the rest of your life. In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the *formula* which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced." Enthusiastically endorsed by sales managers, editors, college professors, poets, advertising men, salesmen and business executives who have read it.

Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1 postpaid.

Advertising Publications, Inc.
100 E. Ohio Street, Chicago 11, Illinois

FILL IN AND MAIL THIS COUPON TODAY

Advertising Publications, Inc.
Div. 915
100 E. Ohio St., Chicago 11, Ill.

Gentlemen:

Please send me..........copies of "A Technique for Producing Ideas." Enclosed is $..........

Name ....
Title ....
Company ....
Address ....
City ....**Zone**......**State**......

SONO-VISION
START
STOP
YOUR TRADE MARK HERE

MAKE YOUR STORY

Colorful

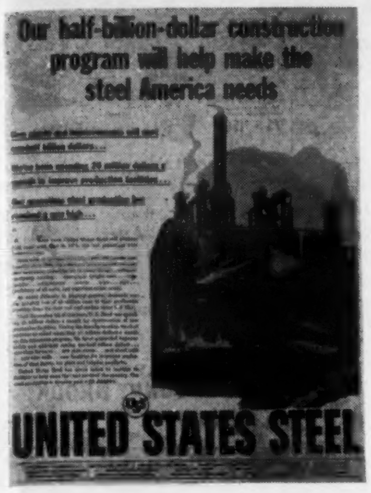
with full-color motion pictures and Sono-Vision

Sono-Vision—the all-in-one cabinet motion picture projector—handles color film as efficiently as black and white. The ingenious new Mills Humidifier, standard equipment on every unit, permits delicate color film to roll on and on, regardless of humidity changes.

Thus either color or black and white films can be used in your sales, advertising, or training programs—used at point-of-sale, in lobbies or display rooms, or right in plant or office! For Sono-Vision requires no darkened room, no constant operator attention, no wasteful "setting-up" time. Its simplicity and versatility will give a broader horizon to your film program.

Sono-Vision

MILLS INDUSTRIES, Incorporated • Office and Display Room: 2212 Merchandise Mart • Dept. 311 • Chicago 54, Illinois


Our half-billion-dollar construction program will help make the steel America needs
UNITED STATES STEEL

KEEPING PACE—U. S. Steel's postwar expansion program is set forth in this page copy, run in 285 newspapers last week.

Big Steel Starts Drive with Ads in 285 Dailies

NEW YORK—Taking belated notice of the critics of the steel industry who have assailed its slow expansion, U. S. Steel Corporation last week took page advertisements in 285 newspapers to report that it is expanding rapidly, and that production is at a record high.

"Until Nov. 1," said Big Steel, "we were spending $20,000,000 a month for construction of new production facilities. During the coming months we shall continue to spend more than $15,000,000 a month. . . We have scheduled improvements and additions costing one-half billion dollars. . ."

Production is up 61% over 1939 in U. S. Steel plants, the ad said, and "our operations approach full capacity." "Even with an increase of nearly 2,000,000 tons in steel capacity since 1940, our mills have been strained to supply steel to so many industries for so many things. . .."

Will Use More PR Ads

As in other fields, steel finds that demand is "temporarily in excess of current supply. But although steel inventories throughout the country are gradually being filled, we are taking still further important steps to increase our capacity to produce the most needed steel products."

A U. S. Steel spokesman said this increased production theme would not be followed in subsequent advertising, but that more advertisements on public relations themes had been prepared and would follow shortly.

The ad did not fail to note that "an added difficulty in meeting present demands was the industry loss of 18,000,000 tons of steel production resulting from the steel and coal strikes since V-J Day."

Currently it is not planned to transfer this, or similar, themes to the company's magazine advertising, but some of the material is being used on U. S. Steel's "Theater Guild on the Air" on ABC.

Batten, Barton, Durstine & Osborn is the agency.

Joins Nachman-Rhodes

N. W. Brandon, formerly assistant manager of Station WSAV, Savannah, Ga., has been appointed radio director and assistant to the president of Nachman-Rhodes, Inc., Augusta, Ga., advertising agency.

Heads NY Office

John W. Turnbell has been appointed manager of the New York office of the Allen-Klapp Company, newspaper representative. He will be assisted by George Smith and a new man who will be added to the New York staff shortly.

To Schoenfeld, Huber

Von Schele Laboratories, Chicago, has named Schoenfeld, Huber & Green, Chicago, to handle its advertising. Newspapers, magazines and trade publications will be used.

Cole Appoints Harrison

E. B. Cole Company, Norway, Me., manufacturer of Tiffany footwear, has appointed Lester Harrison, Inc., New York, to handle its advertising.

Names Artwil Company

The New York Mail Order House has appointed Artwil Company, New York, to direct the advertising of its new line of specialties. Newspapers and magazines will be used.

Starts New Mat Service

Columnist Advertising Service, 80 Warren St., New York 7, has been formed to offer retailers women's wear ads with headlines and copy written by Jane Kover. The service, published monthly, contains headline and copy for a specific timely promotion; suggested ad layout; information about merchandise, price lines and suggested dates to run, and mats. The service is sold to only one store in a city.

Chicago Defender
IN EXCESS OF 200,000
ABC MEMBERSHIP
Low milline rate—lowest cost per inquiry in this highly responsive field
GEORGE F. HOPEWELL, EASTERN REPRESENTATIVE • 101 PARK AVENUE, NEW YORK

How we make an Ad Manager's job easier:

We're specialists in point-of-sale advertising. When you call us you get *expert* help on one of your toughest jobs.

We're self-starters. You don't have to tell us what to do. Just give us a chance to study the problems and objectives of your sales program.

Then we get ideas . . . ideas that make your whole advertising campaign more resultful . . . ideas that *click* at the spot where sales are made.

PLAN
JANUARY
FEBRUARY
MARCH
APRIL
BUDGET

We submit plans . . . plans for your complete year-around program of point-of-sale advertising. Or a plan for a single piece or single promotion.

We create and design the necessary displays, in our own art and creative department . . . displays of every kind—lithographed, printed, constructed.

YOUR AD
YOUR AD

We produce! Our plant is equipped to print or lithograph on cloth, cardboard, fiber and famous "Self-Stik" Mystik Print (with the adhesive back) . . . at high speed, with finest quality.

CHICAGO SHOW PRINTING COMPANY

We distribute . . . Yes, we undertake the whole job from idea to final distribution to the point of sale. What do you do? Just call your secretary now and ask her to phone or write . . .

Chicago Show Printing COMPANY

Showmanship
in Point-of-Sale Advertising

2639 N. KILDARE • CHICAGO 39 • SPAULDING 1600 • Offices Coast to Coast • In Canada, G. A. Moggridge Co., Ltd., St. Catharines, Ont.

Mary McClung Named 'NY Post' General Manager

NEW YORK—Mary McClung last week became the first woman ever to achieve the general manager's job on a metropolitan newspaper.

Mary McClung

Miss McClung, advertising director of the *New York Post* since 1942, was named general manager of the *Post* in a general up-grading in both the Thackrey newspapers, the *Post* and the *Bronx Home News*. She joined the *Post* in 1937, and served successively as classified manager, associate advertising director and advertising director. Previously she had worked with the *New York World Telegram* and the *Pittsburgh Press*, with which she started in 1927.

Mr. and Mrs. T. O. Thackrey will assume dual functions as editors and publishers of both papers. Edmund Goodrich, general manager of the *Home News*, will become business manager in charge of production for both papers.

Harry Rosen, former *Post* retail advertising manager, becomes advertising director of both papers; Stanley Syman, former advertising director of the *Home News*, becomes department store manager for both newspapers, and Warren Rinenberg, formerly on the *Post* retail staff, has been named local advertising manager of the *Post*.

Paul A. Tierney, formerly managing editor of the *Post* and executive editor of the *Home News*, becomes executive editor of both newspapers.

James Lees Names Media for $500,000 Drive

James Lees & Sons Company, Bridgeport, Pa., maker of carpet and hand-knitting yarns, which has increased its ad budget to $500,000 (AA, Oct. 20) and added to its media list, will promote its carpets in *The American Weekly, New York Times Magazine, This Week Magazine* and the Metropolitan Gravure Group next year. Four-color ads will run in most of these and in *American Home, Better Homes & Gardens, House Beautiful, House & Garden* and *The Saturday Evening Post.* D'Arcy Advertising Company, St. Louis, is the agency.

Form Agency Credit Unit

Advertising Agency Credit Group, affiliated with the New York Credit Men's Association, has been formed, with Dixon B. Griswold, assistant treasurer of McCann-Erickson, New York, as chairman. The group is comprised of 29 agencies.

YOURS:*

The Wealthiest, Most-Influential Market of All!

* The Hollywood Reporter's reader survey of the motion picture industry will give you new, important information of this tremendous and unexploited market. Write for fact-filled brochure "How to Win Hollywood Sales and Influence National Buying Habits," available free. The Hollywood Reporter, 6715 Sunset Boulevard, Hollywood 28, California.

Weaver Takes PR Post

Vic G. Weaver, former assistant city editor of the *Toledo Blade*, has joined the press relations staff of Libbey-Owens-Ford Glass Company, Toledo. Except for four years on military leave, he had been with the *Blade* since 1928.

Ammco Tools to Mogge

Arthur R. Mogge, Inc., Chicago, has been appointed to handle the advertising of Ammco Tools, Inc., North Chicago, Ill.

Conti Names Breese

Conti Products Corporation, New York, has named Murray Breese Associates, New York, to direct the medical and drug advertising for two new products—Conti baby oil and Conti baby powder.

Names Advisors, Inc.

Advisors, Inc., Detroit, has been named to direct the advertising of W. J. White & Co., Detroit, color card printer.

Royal Crown Cola Schedules 500 Dailies This Fall

COLUMBUS, GA.—Royal Crown bottlers throughout the U. S. have started a fall campaign via more than 500 newspapers and approximately 200 radio stations, built around the theme "Only RC Gives You All 3."

The three advantages, Royal Crown boasts, are cool refreshment, two full glasses in each bottle, and the best-by-taste-test quality.

Starts With Testimonial

The initial ad in the drive, a 1,000-line newspaper advertisement featuring a taste-test statement by Lauren Bacall, appeared in more than 500 newspapers. It is being followed up by a series of weekly advertisements. In addition, spot announcements are

This doe
hasdo

Found Money

One of America's leading advertisers* ran identical copy in four women's service magazines. Woman's Day, lowest in cost of ad, was highest in number of inquiries, with cost per inquiry ranging from $3.20 for magazine "X", $2.71 for magazine "Y", $2.50 for magazine "Z", down to a low of $1.04 for Woman's Day.

Name upon request.

being featured on radio stations, and leading Negro newspapers will also be used. Grocery business publications are carrying two-color, full-page ads and store displays of ad reprints carry the same message to the trade and their customers.

Batten, Barton, Durstine & Osborn, New York, is the agency for Nehi Corporation, maker of Royal Crown cola, and Royal Crown bottlers.

Becomes Daily Paper

The *Independent*, Elizabeth City, N. C., formerly published semi-weekly, became a daily Nov. 3. The paper will be issued in tabloid format on weekdays, and full size on Sundays.

Will Open Dallas Office

The Texas Press Association will open an office in Dallas, Dec. 1, with Vernon Sanford, manager of the Oklahoma Press Association, in charge.

'Field & Stream' Boosts Ad Rates and Guarantee

NEW YORK—*Field & Stream* last week announced a new circulation guarantee and a boost in its advertising rates effective with the March, 1948, issue of the monthly publication.

The page rate will be advanced from $1,785 to $2,040, while the circulation guarantee will go up from the present 525,000 to 600,000 copies. The publisher, Field & Stream Publishing Company, said the magazine's circulation broke through the 600,000-mark with the September, 1947, issue.

Although the new page rate becomes effective with the March issue, advertising orders with definite insertion dates scheduled before next Jan. 1 are to be protected by the present rate up to and including the August, 1948, issue. The new rate card, No. 40, also becomes effective for advertising orders now on the books with the September, 1948, issue.

'SPORT' BOOSTS AD RATES, GUARANTEE

NEW YORK—*Sport* will increase its circulation guarantee from 400,000 to 500,000 and boost its advertising rates effective with the March, 1948, issue.

The black-and-white page rate will be increased from $1,000 to $1,375; inside covers and inserts from $1,500 to $2,000, and back covers from $2,000 to $2,750.

Advertisers who used space in *Sport* in 1947 and new advertisers who place contracts before Dec. 20 will get the benefit of present rates through the May, 1948, issue.

Wheeler Boosts West

John M. West has been named director of the public relations division of Foster Wheeler Corporation, New York. He joined the company in 1940.

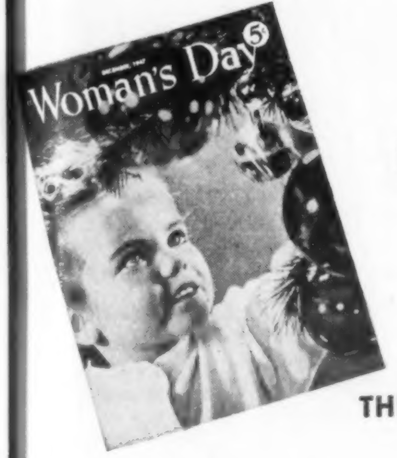
asdough!

If you're in the mood to lock horns with a few appetite-whetting statistics, consider this: In 1948, the more than 3,000,000 women who read Woman's Day will have at their disposal $10,287,000,000 with which to satisfy the needs of the 11,400,000 individuals who comprise their collective families:

$3,726,000,000 for Food and Drink
$1,863,000,000 for Housing, Household Appliances and Furnishings
$1,377,000,000 for Clothing
$ 648,000,000 for Transportation and Recreation
$ 291,000,000 for Drugs
$ 243,000,000 for Personal Services

In Woman's Day, you tap this gold mine at the lowest page rate per thousand of any women's service magazine. You hitch your advertising to editorial interest that gives Woman's Day the greatest single copy sale of any magazine in existence; that has provoked (without advertising influence) over 600,000 reader letters, over 700,000 requests for instructions in a year . . . from the greatest concentration of price-conscious, economy-minded women in these United States . . . and 71% of them in cities of 10,000 and over.

Advertisers who count costs court women who count pennies.



because buying is a woman's business:

a *Woman's Day* is never done *selling!*

THE A&P MAGAZINE

DO YOU ADVERTISE TO BUSINESS AND INDUSTRY?

Here's why The Wall Street Journal should head your list!

- **It delivers more decision makers per advertising dollar than any other publication.**

125,776 of its readers (61% of total readership) are the core of management—Owners, Partners, Presidents, Department Heads, Purchasing Agents and Corporation Officers. They control the purchasing, marketing and expansion policies of their companies.

- **It's "must" reading for management executives.**

So essential is The Wall Street Journal's daily business news, circulation has tripled since 1942! Reader traffic averages 75.6% per page. Your ads in these vital columns are read also. Ask to see the Starch Survey and compare! You get continuity of impact, too, because of The Wall Street Journal's unusually high renewal rate —almost 80%.

- **It reaches your prospects everywhere—at the time they buy.**

Wherever the wheels of industry turn you find The Wall Street Journal. Its circulation almost exactly parallels industrial employment, state by state. And it's read on the job—at the place and time buying decisions are made.

A modest budget does it

You don't need an advertising budget ending with five ciphers to get effective advertising continuity in The Wall Street Journal. A modest appropriation buys the impact and penetration so essential to successful selling. *More* reason why The Wall Street Journal should head your list!

THE WALL STREET JOURNAL
The ONLY National Business Daily
44 Broad Street · New York 4, N. Y.

James D. Woolf Talks . . .

Salesense in Advertising

Registered

James D. Woolf, famed copywriter and retired vice-president of J. Walter Thompson Company, is writing a series of discussions on tested ideas and basic advertising principles. While the series is aimed primarily at the small business man who may be a neophyte at advertising, AA readers will find instruction and entertainment in the discussions and sidelights on advertising successes which will appear here each month.

Put Your Personality into Your Advertising

Yesterday I saw in my local newspaper an advertisement that was repeated four times, once on page 2, once on page 3, and twice on page 5.

It was a stock ad supplied in mat form by a manufacturer of flat silverware. Four competing retail jewelers ran it simultaneously, adding nothing of their personality to it but their signatures at the bottom.

Maybe this was a fine thing for the manufacturer, but I can't see what it did for the stores. It seems to me that every retailer should strive for distinction in his advertising. He should seek to reflect in his ads something of his personality. He should try to develop a style that is uniquely his own. The character of his advertising should be so different that people will not confuse it with the advertising of his competitors.

Be Your Own Ad Man

Retailers generally, especially the smaller advertisers, rely too much on ready-made stuff. They reach into the grab bag, pull out some stock cuts and canned paragraphs, mix 'em together—and, presto, they have an ad!

Unless you have really expert advertising help, I urge that you try your own hand at writing your advertising. You won't find it so hard as you think. Nobody knows your business—feels as deeply about it—as you do.

You have ideas about your store. It's your baby. You have convictions about why people should patronize you. Give those ideas expression in what you write, and the result will be advertising that is distinctively your own.

Following are a few suggestions that may help you.

Keep It Simple

One day I watched a rather poorly dressed woman examine an electric iron in a hardware store. At last she put it down but made no comment.

"But, madam," urged the young salesgirl, "this device is indispensable."

"In that case," mumbled the woman, "I'll look down the street for something cheaper."

Indispensable was neither indispensable nor exact—and sale was lost when the right word might have saved it.

This is no doubt an extreme case. But big words do confuse people. In any event, simple words are faster. For example, the words *Up* and *Down* on an elevator have *instant* meaning. But change those little words to *Ascend* and *Descend* and see what happens!

The safest rule is to write the way people talk. Remember that only two out of ten Americans past twenty-five have an education beyond sixth grade! Write to them in the simple, homely, easy way you talk to them over the counter. This way what you write will not only be better understood. It will also have the ring of sincerity and truth.

Keep It Specific

Specific words are more effective than general words. Compare *material* with *nylon, cotton, silk* or *wool.* Compare *metal* with *aluminum, copper, tin* or *brass.* Compare *green* with *olive-green, grass-green, emerald-green* or *bottle-green.*

Advertising is crowded with empty, meaningless words—words that paint no pictures—such as *beautiful, delicious, satisfying, exciting, delightful.* For example, the following sentence makes no vivid impression on the reader:

"Kreme Macaroni is delicious, very rich, very tender and light."

But this sentence paints a vivid picture:

"Kreme Macaroni! As tender as the tips of fresh asparagus, as light as fluffy little popovers, as rich and smooth as new creamed potatoes."

Keep It Friendly

One of the primary jobs of your advertising is that of creating a friendly public attitude.

I believe in friendly, gracious advertising. Copy that is too insistent, too aggressive and too assertive often antagonizes readers. Here are some examples, selected at random from my morning newspaper, of how *not* to say it:

"You are very foolish to think you are economizing when you—"

"No wise housewife can possibly afford to pass up this opportunity to—"

"If you let another day go by without seeing this new washer, you will make a mistake that you will regret—"

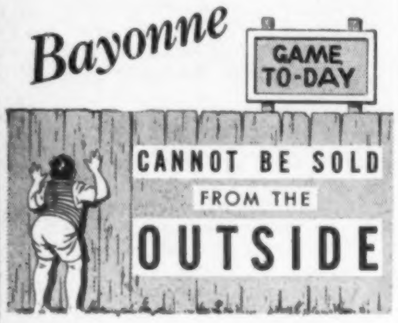
"If you are a discriminating shopper and alert to real values, then how can you fail to—"

Pleasant, friendly advertising never admonishes people, never scolds them, never argues with them, never hints that they are suckers because they don't come in and buy.

Keep It Restrained

There is power of persuasion in understatement. You weaken rather than strengthen your copy with such worn-out blockbusters as *amazing, astounding, stupendous, extraordinary, remarkable, marvelous, astonishing.*

One of the finest pieces of writing you ever read is Lincoln's immortal Gettysburg Address. Old



NEW JERSEY'S FOURTH LARGEST MARKET

Bayonne

Bayonne, the Peninsula of Industry, can be sold by The BAYONNE TIMES alone, making the TIMES and Bayonne an outstanding test combination for wide-awake National Advertisers. 93% coverage – 92% home-carrier delivery. Send for The Times 1947 Market Data Book.

THE BAYONNE TIMES
NATIONALLY REPRESENTED BY
BOGNER & MARTIN
295 MADISON AVE., NEW YORK • 228 N. LA SALLE ST., CHICAGO

★
What a gigantic market "editorial screening" offers for food! There are some 279,000,000 meals prepared in Better Homes & Gardens homes every month — and good ones!
it SERVES – so it SCREENS – so it SELL

Abe used only 269 words all told —*and among them there was not a single superlative.* And he used a mere seventeen adjectives, all of them mild little words seldom used by ad men.

In advertising, bombastic words are a mighty weak substitute for ideas.

Keep Talking Quietly

The retail merchant had pretty tough going during the war. He had to sell a lot of shoddy merchandise because that was all he could get. America had to win the war, and scarcities were one of the prices that had to be paid.

The consumer is still a little wary. She is afraid that quality isn't yet up to standard, and prices being what they are, she tends to sit back and wait.

What she needs is reassurance, and here is where your advertising can help. Talk up the quality of your merchandise. Talk value. Talk *guaranteed satisfaction,* your money-back policy. Make it clear that what you say in your ads are *promises in print* to the buyer.

Today, more than ever, the consumer wants and must have her money's worth. This theme deserves emphasis in your advertising.

Keep It Sensible

Let me say again what has been said in this place before. There is too much nonsense in advertising.

There is one advertiser in my town, an automobile dealer, whose advertising consists of silly cartoon strips, one in the paper each day. There is never a word in the strips about his cars or his business. What he gets for his money is his name at the bottom of the cartoons.

Most people nowadays have a pretty hard time getting along. How to spend their hard-earned dollars most wisely is not a laughing matter. Over the counter you talk sense to your customers. Do the same in your advertising.

It isn't up to you to make the newspaper reader laugh. The paper prints regular features for that purpose.

10 North Carolina Stations Form Network

Ten North Carolina radio stations have formed the North Carolina State Network which is expected to begin operations Jan. 1, 1948. The incorporators are H. A. Seville, Charlotte; Fred Whitley, Kannapolis, and Edward Anderson, Forest City.

The 10 organizing stations are WBBO, Forest City; WGTL, Kannapolis; WADE, Wadesboro; WEWO, Laurinburg; WWGP, Sanford; WGWR, Asheboro; WENS, Burlington; WTNS, Thomasville; WTOB, Winston-Salem, and WKBC, North Wilkesboro.

Rollman Heads Wellco

Wellco Shoe Corporation, Waynesville, N. C., has elected H. W. Rollman, executive vice-president, president of the company, succeeding Leo Weill, who has retired. Walter S. Kaufman, sales manager, has been appointed vice-president.

Monday Closings Aid Sunday Paper, 'Courant' Claims

HARTFORD, CONN.—Monday store closings help the Sunday newspaper — instead of hurting it — and are "a complete success" as far as the retailers are concerned, the *Hartford Courant* reports.

The Hartford stores undertook their experiment in February, 1946, closing Mondays and observing 9:30 a.m. to 5:30 p.m. hours on the other five trading days of the week. The *Courant* contends that this major Connecticut market is an excellent place to determine how Monday store closings affect local advertising in a Sunday paper, since it has a strong morning and Sunday paper competing with a strong evening newspaper.

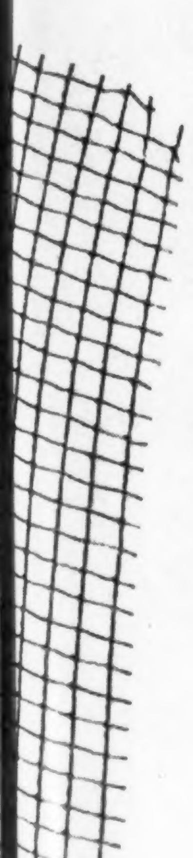
Comparing June and July, 1947, retail linage (including department stores) with June and July, 1945, the *Courant* reports that the Sunday edition showed a 35% gain, with the *Daily Courant* up 16.3% and the evening *Hartford Times* up 6%. Total figures for the four leading department stores during the two 1947 months were: *Sunday Courant,* 7,959 inches; *Daily Courant,* Monday and Tuesday morning, 3,985 inches, and the Monday *Times,* 5,935 inches.

The city's four leading department stores, says the *Courant,* have found that regardless of the intervening day the Sunday newspaper is the most effective in building Tuesday volume. Tuesday, formerly a light trading day, now is running second only to Saturday, "and many stores report that it often exceeds the last day of the week in volume."

A brochure just published by the *Courant* reproduces letters from the four largest department stores commenting on results of the five-day plan. They showed no inclination to go back to the six-day operation.

NBC Names Cannon

Carl Cannon, a member of the station relations department of NBC, New York, has been appointed promotion manager for the network's recently organized public affairs and education department.



If *some* is good *more* is better

Many magazines emphasize the "service" aspect of their editorial content.

But they also dish up fiction.

We figure that if some "service" makes a magazine good, more should make it better.

And to carry the whole thing to its final conclusion — *it seems reasonable to say that the magazine which builds its circulation 100% by service should be the best of all.*

The way a magazine is edited does a screening job for advertisers.

We "screen" for folks who live in and love their homes — families — with all the wants which families have — and incomes big enough to satisfy those wants in a big way.

The best evidence that we're on the right track comes from the A.B.C. and the U. S. Census.

According to the A.B.C., 100% service has attracted for BH&G circulation of more than 3,000,000.

According to the U. S. Census, 1940, Better Homes & Gardens families spend more for their homes and what they put into them than even their prosperous neighbors in the same block.

Doesn't this suggest to you that the BH&G method of screening offers you a market too good to pass up?

Get the whole story of "editorial screening" from your BH&G representative.

Better Homes and Gardens

CIRCULATION OVER 3,000,000

America's First Service Magazine

ARTBROWN PRODUCTS for the ADVERTISING ARTIST

SUPERIOR illustration board

The flawless white drawing surface for your finest artwork.

Superior's famed 100% rag content *permanent* face paper is mounted on a well-seasoned double thick board that will not warp or twist. *Available in two surfaces:*

Hot Pressed Surface (H.P.)—Hard smooth surface for pen and ink that will take the finest cross hatched lines without feathering or pick-up.

Cold Pressed Surface (C.P.) Has sufficient texture to take wash and water color perfectly but is not too rough for pen and ink.

SIZES:
22x30 $ .90 sheet $10.00 Dozen
30x40 $1.65 sheet $17.50 Dozen
(minimum mail order 1 dozen sheets)

Order your supply today.

ASK YOUR
LOCAL DEALER FOR
THESE *ARTBROWN* PRODUCTS

MARSH BRISTOL BOARD

Has an in-between surface that is neither kid nor smooth but is *just right* for pen and ink work.

SIZE: 22x30—3 ply only
Per Sheet .... $ .40
Dozen .... $ 4.00
Pkg. of 50 .... $15.00
(minimum mail order 1 dozen sheets)

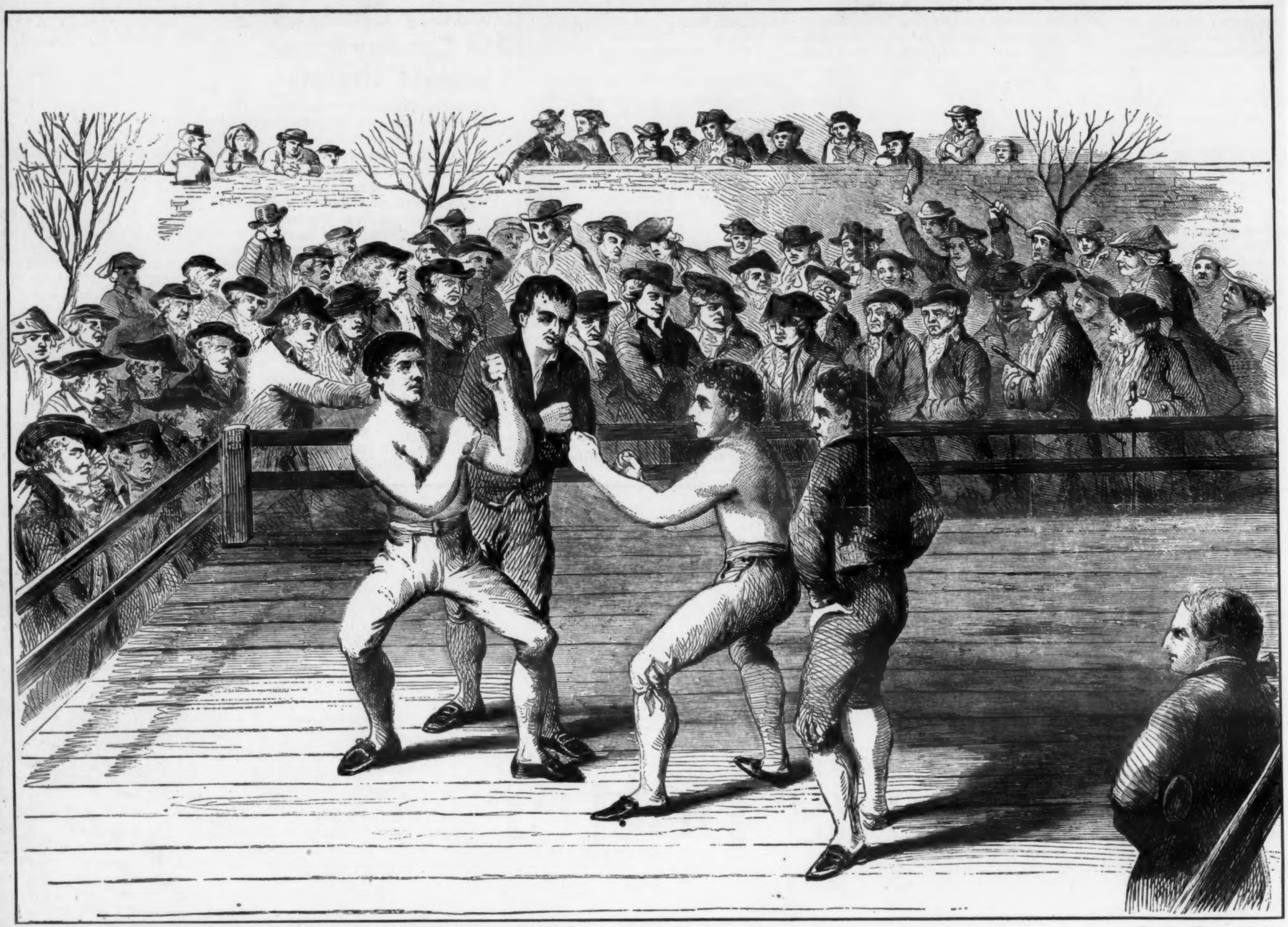
IMPERIAL VISUAL LAYOUT PADS

White, strong, transparent— the perfect pad for roughs, visuals and comprehensives.
85 SHEETS TO THE PAD

	Each	Doz.
No. 68A—14x17	$1.	$10.
No. 68B—19x24	$2.	$20.

AA
Send me samples of:
☐ SUPERIOR ILLUSTRATION BOARD
☐ MARSH BRISTOL
☐ IMPERIAL VISUAL LAYOUT PADS
Name ....
Company ....
Address ....
My local dealer is ....

ARTHUR BROWN & BRO., INC.
67 West 44th St., New York 18, N. Y.



"PRIZE FIGHT IN THE OLDEN TIME—BOXING MATCH BETWEEN RICHARD HUMPHREYS AND DANIEL MENDOZA AT OLDHAM IN HAMPSHIRE, 9TH JANUARY 1788, ON A RAISED PLATFORM. RICHARD HUMPHREYS WAS THE WINNER BY A KNOCKOUT IN 28 MINUTES (NO ROUNDS IN THOSE DAYS.)"

Courtesy of Bettmann Archive

A SUNDAY PUNCH *Pays off*

Long heralded as the "pay-off punch" in prize fighting, a "Sunday Punch" has become equally important in merchandising and advertising.

FIRST 3 MARKETS GROUP has a Sunday Punch with the power of three leading newspapers, The New York Sunday News, The Chicago Sunday Tribune, and The Philadelphia Sunday Inquirer—with a combined circulation of OVER 7,400,000. In these papers, **FIRST 3** offers the rotogravure and magazine sections. Both are outstanding in reader traffic because of exceptional picture and editorial content. Both afford excellent reproduction assuring maximum package and product identification. Your choice of either The Magazine Picture-Roto Combination or The All Picture-Roto Group.

FIRST 3 concentrates this power in The Industrial North and East with a 75% average family coverage in the **FIRST 3** cities of the U. S.—New York, Chicago, and Philadelphia. Spread out over an area of 379 counties, **FIRST 3** has a 48% coverage. In this greater 379-county area live 36% of the U. S. families who account for 42% of the total U. S. retail sales, 44% of the food sales, 38% of the drug sales.

Here's a market that deserves concentrated coverage—the Sunday Punch of First 3 Markets Group.

THE GROUP
WITH THE
SUNDAY
PUNCH

FIRST 3
MARKETS GROUP

NEW YORK SUNDAY NEWS
CHICAGO SUNDAY TRIBUNE
PHILADELPHIA SUNDAY INQUIRER
Rotogravure • Colorgravure
Picture Sections • Magazine Sections

News Building, 220 East 42nd Street, New York 17, VAnderbilt 6-4894 • Tribune Tower, Chicago 11, SUPerior 0044 • 155 Montgomery Street, San Francisco 4, GArfield 1-7946

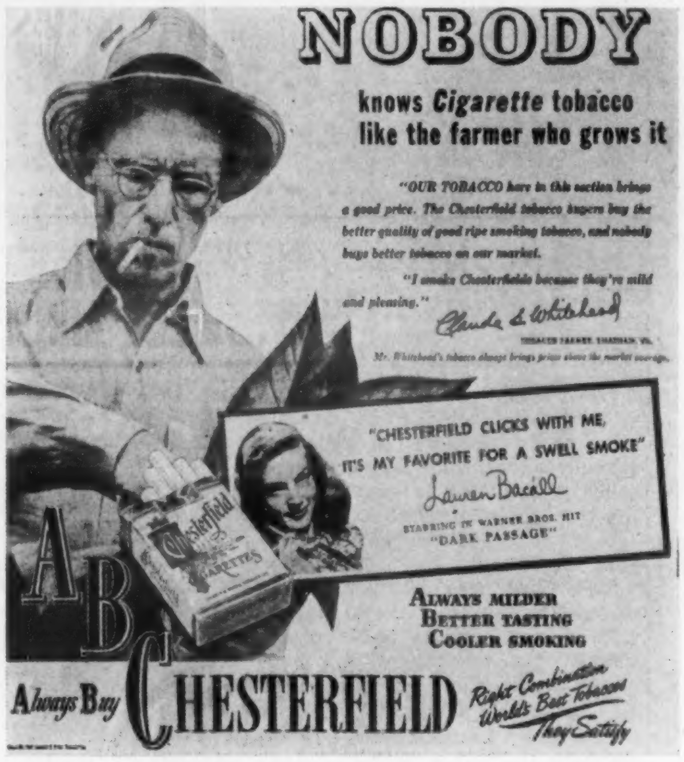
The Creative Man's Corner

Is advertising getting tired? If it isn't, the men who write it—for some of the biggest accounts in the country—seem to be.

Take this Chesterfield ad, for example. Not only is it straight out of the Lucky Strike proofbook, but, like most cigaret advertising, it exhibits nothing new. Philip Morris is using a theme based on a study now hoary with age. Raleigh has refurbished—and not too well—the old throat irritant appeal. Camels has consistently used a little of everything. Old Gold is repeating a story of its own developed easily 15 years ago.

Little wonder that Lucky leads the field. While it has remained with its theme of the tobacco expert for some 10 years, it has managed always to present it in some fresh guise.

Anybody got an old handkerchief? It's about time for the blindfold test to be exhumed.



NOBODY

knows *Cigarette* tobacco like the farmer who grows it

"OUR TOBACCO here in this section brings a good price. The Chesterfield tobacco buyers buy the better quality of good ripe smoking tobacco, and nobody buys better tobacco on our market.

"I smoke Chesterfields because they're mild and pleasing."

Claude S. Whitehead

TOBACCO FARMER, CHATHAM, VA.

Mr. Whitehead's tobacco always brings prices above the market average.

"CHESTERFIELD CLICKS WITH ME, IT'S MY FAVORITE FOR A SWELL SMOKE"

Lauren Bacall

STARRING IN WARNER BROS. HIT "DARK PASSAGE"

ALWAYS MILDER
BETTER TASTING
COOLER SMOKING

Always Buy CHESTERFIELD

Right Combination World's Best Tobaccos They Satisfy

You Ought to Know . . . Arnold Deutsch

One of the problems of a small advertising agency is to get itself recognized for professional ability, and to lift itself from the surrounding plane of agencies with similar stature and billings.

Arnold Deutsch

One agency is doing it today, and using a unique approach. Deutsch & Shea's 37-year-old president, Arnold Deutsch, believes in "professional acceptance" for advertising growth; i.e., he thinks that what the advertising business itself thinks of an agency has considerable effect on its future.

Accordingly, Deutsch & Shea early this year started surveying media on the type and variety of merchandising aids which they could offer advertisers. In April, the agency issued its report on newspapers' facilities; in July, it showed that 73.5% of AM stations offered merchandising assistance to advertisers, and in September its survey found that 92% of magazines afforded advertisers some kind of merchandising assistance. A similar study on business papers is now in the works.

"Merchandising" is the key word around Arnold. He is fond of saying that with him merchandising comes first, advertising second, and he tries to hammer home this philosophy to his clients. When he can't, D&S resigns.

Deutsch & Shea has had a hectic history. It started in 1939, headed by Deutsch and Jerome P. Shea, both of whom had worked for Brown Advertising Agency. Came the war, Deutsch and four key executives went into the service. Two of whom Deutsch calls the four key men were boyhood friends, J. David Cowen, the agency's creative director, and Stephen Lewis, its radio director.

Deutsch went into the U. S. Maritime Service as a physical training officer and later switched to the Army's division of psychological warfare. While in England he organized the Army Advertising Club of the ETO, which once had 600 members. In between times he wrote religiously to the four agency members in service.

"In each mail," Cowen recalls, "there was a memo from Arnold, outlining ideas he had for the agency after the war. He wrote to all of us, and we wrote to each other. When we first got back from the service, one of us was likely to burst out, 'Say, remember what you wrote to me in New Guinea?' "

While most of the agency's executives were in service, the bulk of the work fell on Shea's shoulders. He died in June, 1943. Arnold then hired David Marcus, formerly with *Printers' Ink*, to come in and perform what Deutsch calls "a holding operation in depth."

When the men came back in 1945, they started building again. Part of Deutsch's creed is that advertisers must agree with his basic thinking, that merchandising comes first, advertising second. During the formative period, D&S turned down accounts. "We turned them down when it hurt," Arnold recalls, "even when we needed the business desperately."

He believes in the small agency, handling a large number of small-budget accounts. D&S is currently billing at a $1,500,000-$2,000,000 annual rate; its accounts average between $50,000 and $100,000 in budget. On that kind of a budget, he emphasizes proudly, advertising that "succeeds through the sheer weight of the buck" can't be used.

In his opinion, copy and art are important but they "are the last step of the plan—not the be-all and end-all." He believes in a thoroughly-outlined merchandising plan to precede advertising, and says flatly that many advertisers fail to do their part in putting a sales plan into operation. A typical D&S campaign operates regionally, using concentrated selling, market by market.

Arnold is a brisk, forthright, plain-talking adman; he snaps that he doesn't believe in hedging with a client, and that if the client wants to argue about whether a color should be yellow or green, or whether the girl in the picture should be a blonde instead of a brunette, then the client can find himself another agency.

The agency has grown to 24 employes, and Deutsch says it will double in size in the next year. "We've gone through our blood, sweat and tears period," he chortles, "and we're hot right now."

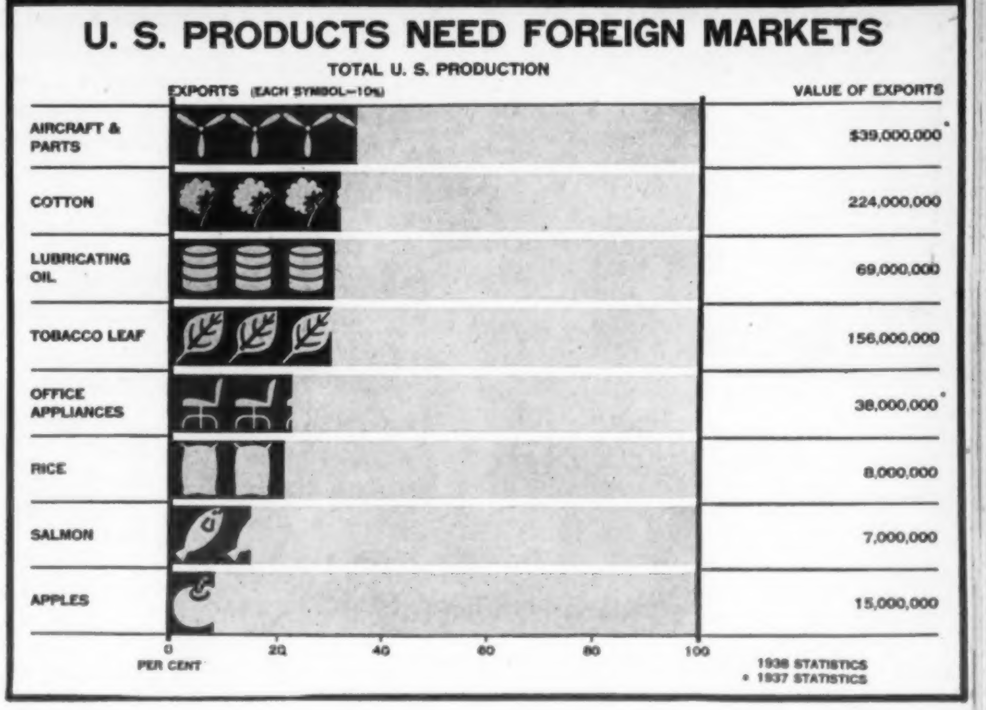
Before getting into the agency business, Arnold was a newspaper man. After graduation from Columbia in 1931, he worked for the *Brooklyn Citizen*, the *Long Island Press*, and the *New York Sun* and *Journal*. He started as a reporter, switched over to selling space, wound up on the *Journal* as a division head.

He has some other unique ideas. The top team at Deutsch & Shea will see anyone who calls at the office; if the D&S man is busy, he may set another date, but the caller is never allowed to cool his heels in the reception room. Similarly, if you call Deutsch & Shea, your call goes directly through. Telephone operators and secretaries are trained not to ask "Who's calling, please?" This, naturally, delights media men, since it's a far cry from standard agency procedure. And D&S has some accounts in its shop which it can trace directly to the media men who recommended the agency.

Deutsch takes his tennis seriously, and thinks he's too young for golf. He's single, although he says grimly that "I'm not the bachelor type," and he lives in Pelham.

Business Chart of the Week

U. S. PRODUCTS NEED FOREIGN MARKETS



1938 STATISTICS
* 1937 STATISTICS

Furniture Stores Keep Same Credit Policies: Haring

CHICAGO—Suspension of federal credit controls has made little difference in instalment credit terms offered by home furnishings stores throughout the country, Dr. Albert Haring, Indiana University professor of marketing, told the midwestern regional conference of the National Retail Furniture Association here.

There has been no advertising—except in rare instances—of extreme liberalized credit terms, he reported. Most stores thus far have confined credit advertising to indefinite terms, such as "Ask about our deferred payment plan," "Convenient credit terms arranged," etc.

While a conservative policy is being maintained generally by the stores, some are offering a slight relaxation of terms to reputable customers.

Most customers had already accepted the credit terms available before Regulation W expired Nov. 1, Dr. Haring said, and stores are experiencing no difficulty in getting them to make one-third down payments.

A special panel discussion on credit terms resulted in an informal vote by the furniture retailers favoring continuance of conservative credit policies in the months to come.

Gets Shattuck Account

Frank G. Shattuck Company, New York, operator of Schrafft's stores and restaurants, has appointed Cowan & Dengler, New York, to handle its advertising in newspapers, magazines and radio.

Grant Names Two

Nan Tetty has been appointed media director of Grant Advertising, Dallas. Ken Foslein has joined the agency's art department.

Consumer Credit Terms Reported Firm by Banks

NEW YORK—A telegraphic poll of American banks by the American Bankers Association shows all types of lenders in the instalment credit fields are holding a conservative line on credit terms.

The ABA poll, conducted by the consumer credit committee the first week after Regulation W expired, shows that in most regions all lenders are requiring a one-third down payment on new autos, with two years to pay, while loans on used cars are held to 18 months.

In the Midwest, "only one department store chain in Ohio was reported to have broken the conservative line offering home appliances on a no down-payment plan."

In the mountain states, a few dealers are selling cars on a 25% down payment.

OCTOBER SALES OF CHAIN STORES

	October		% Gain or Loss	10 month period		% Gain or Loss
	1947	1946		1947	1946	
Food Chains						
Jewel	$ 10,180,296	$ 6,862,322	+48.4	$ 94,651,968	$ 62,445,585	+51.6
Kroger Co.	56,613,084	41,713,381	+36.0	561,627,573	408,007,665	+38.0
Safeway	91,879,005	65,354,639	+40.6	930,970,101	690,252,214	+34.9
Group Total	$158,672,385	$113,930,342	+39.3	$1,587,249,642	$1,160,705,464	+36.7
Mail Order						
†Sears, Roebuck	$205,979,263	$171,577,953	+20.0	$1,462,171,609	$1,189,148,986	+23.0
Spiegel	12,943,848	11,876,469	+8.9	97,084,236	84,974,013	+14.2
†Montgomery Ward	127,143,899	112,154,993	+13.4	888,652,285	744,941,857	+19.3
Group Total	$346,067,010	$295,609,415	+17.1	$2,447,908,130	$2,019,064,856	+21.2
Drug Chains						
Crown	$ 1,122,777	$ 1,263,094	—3.2	$ 11,783,875	$ 12,010,953	—1.9
*Peoples	3,909,045	3,773,607	+3.6	37,175,811	35,143,741	+5.8
Walgreen	12,831,279	12,698,402	+1.1	124,302,643	116,884,673	+6.3
Group Total	$ 13,954,056	$ 13,961,496	—0.1	$ 136,086,518	$ 128,895,626	+5.6
Variety and Miscellaneous						
†Angerman Co.	$ 676,847	$ 641,365	+5.5	$ 5,219,526	$ 5,434,789	+4.0
Beck, A. S. Shoe Corp.	3,930,950	3,641,031	+8.0	35,120,624	30,491,361	+15.2
Bond Stores	8,355,125	8,013,589	+4.3	62,667,092	57,196,882	+9.6
Butler Bros.	15,736,610	17,109,370	—8.0	112,552,362	132,748,857	—15.2
Consolidated Retail Stores	3,010,497	2,876,158	+4.6	24,712,188	25,610,021	—3.5
‡Diana Stores Corp.	1,374,411	1,194,772	+15.0	3,627,025	3,395,741	+6.8
Edison Bros.	6,382,136	5,541,941	+15.1	57,138,380	53,053,147	+7.7
Fishman, M. H.	724,769	707,063	+2.5	6,175,844	6,145,102	+0.5
Grant, W. T.	20,425,687	20,055,641	+1.8	167,264,678	161,247,384	+3.8
Grayson-Robinson Stores	4,899,496	3,579,662	+36.8	40,081,654	31,126,282	+28.7
†Green, H. L.	7,882,526	7,699,859	+2.4	63,708,228	62,448,651	+2.0
†Interstate Dept. Stores	5,601,970	4,847,973	+15.6	43,966,801	37,082,547	+18.6
Kresge, S. S.	23,417,608	21,776,801	+7.5	198,929,121	186,770,023	+6.5
Kress, S. H.	12,618,869	12,751,037	—1.0	116,496,191	112,696,486	+3.4
Lane Bryant, Inc.	4,569,216	4,113,059	+11.1	41,315,888	37,290,893	+10.8
†Lerner	9,071,941	7,998,867	+13.4	75,073,737	69,745,347	+7.6
McCrory	7,423,053	7,132,096	+4.1	66,381,098	62,543,202	+6.1
†McLellan Stores	4,185,027	4,136,876	+1.2	33,447,836	33,336,169	+0.3
Murphy, G. C.	10,496,471	9,441,311	+11.2	87,833,635	83,017,212	+5.8
Neisner Bros.	4,372,317	3,884,766	+12.6	36,577,080	34,060,391	+7.4
Newberry, J. J.	10,009,117	9,768,991	+2.5	85,880,104	83,830,273	+2.4
Western Auto	10,911,000	10,104,000	+8.0	97,545,000	84,577,000	+15.3
Woolworth, F. W.	51,970,299	46,963,814	+10.7	435,696,420	413,013,536	+5.5
Group Total	$228,045,942	$213,980,042	+6.6	$1,897,410,512	$1,806,861,296	+5.0
Combined Total	$746,739,393	$637,481,295	+17.1	$6,068,654,802	$5,115,527,242	+18.6

†Nine month period.
‡Three month period.
*Not included in totals.

'Redbook' Recipe Book Wins Returns with 'Ease' Appeal

NEW YORK—Housewives are willing to sacrifice the delicate nuances in cookery in order to serve something simply and quickly, *Redbook* is convinced on the basis of returns from an offer of a 50-page book of "easy-to-prepare" recipes.

The offer was inaugurated in the October issue of the magazine, with a small-space, 58-word notice at the bottom of the page which carried "Redbook's Food Suggestions," a regular feature prepared by Bernice Burns. Readers were invited to send in a dime in coin or stamps for a copy of the plastic bound, illustrated book, containing "more than 90 easy recipes and over 50 simple definitions of cooking terms."

Surprised at the returns, *Redbook* made a cut-off at the end of the first month at a total of 4,658, with the returns increasing rather than decreasing. Since the November issue carries both a reader notice and a couponed ad, returns after the on-sale date of that issue are being credited to November, even though some of them may have originated in the October copies.

The mailbag for a single day, Oct. 30, totaled 346 replies, or an average of better than 10,000 per month. Returns through Oct. 31 totaled 5,252.

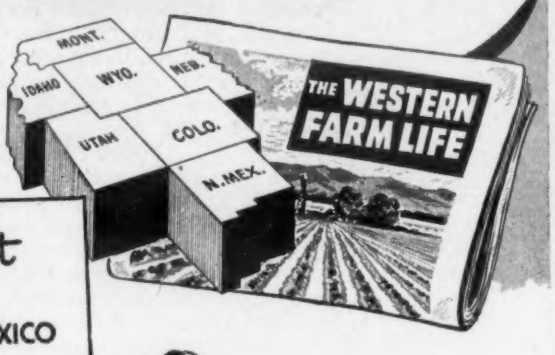
3 Name Frisco Agency

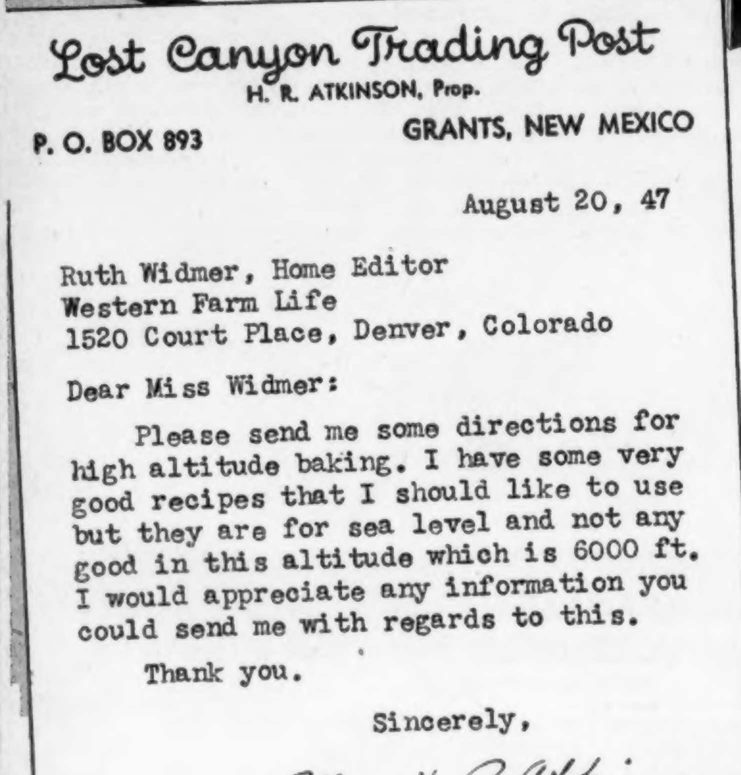
Botsford, Constantine & Gardner, San Francisco, has been appointed to direct the advertising of Hobbs Battery Company, Pacific Grape Products Company and Robison's Dog Food, Inc.

WLIB Names Hays

Frank Hays, formerly account executive for Headley-Reed Company, radio station representative, has been appointed sales manager of WLIB, New York.

Yes... LIVING and FARMING are Different... *in* "THE SURE CROP AREA"





Lost Canyon Trading Post
H. R. ATKINSON, Prop.
P. O. BOX 893
GRANTS, NEW MEXICO

August 20, 47

Ruth Widmer, Home Editor
Western Farm Life
1520 Court Place, Denver, Colorado

Dear Miss Widmer:

Please send me some directions for high altitude baking. I have some very good recipes that I should like to use but they are for sea level and not any good in this altitude which is 6000 ft. I would appreciate any information you could send me with regards to this.

Thank you.

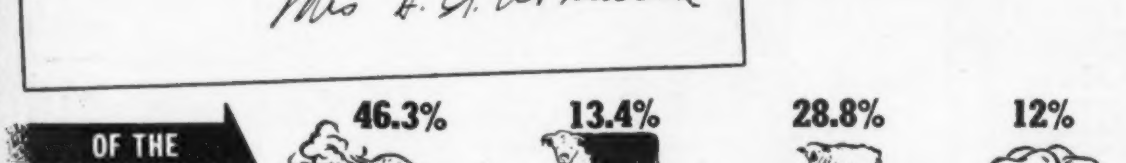
Sincerely,

Mrs H. R. Atkinson

EVEN COOKING AND BAKING ARE DIFFERENT

Practically 1 out of every 2 subscribers writes a letter to Western Farm Life every year . . . on home-making, patterns, cooking, child education, seed treatment, animal diseases, soil conservation, irrigation, electrification, etc.

Western Farm Life's Home Editor alone receives and answers thousands of personal inquiries like the one at the left. Here indeed is readership of the first order.



Here is a billion and a half dollar market—51% rural—with an average per farm income in 1946 of $7112 . . . 68% higher than the national average. Here is nearly half of all the irrigated land in the U. S., where a general crop failure is unknown.

SELL THE WHOLE MARKET

You can dominate this great and rich agricultural market with ONE farm paper—The Western Farm Life. . . . First in Circulation; First in Editorial Audience; First in Advertising Results; 122,000 Net Paid.

The Western Farm Life
DENVER, COLORADO
National Representative: THE KATZ AGENCY
New York • Chicago • Detroit • Atlanta • Dallas
Kansas City • San Francisco • Los Angeles

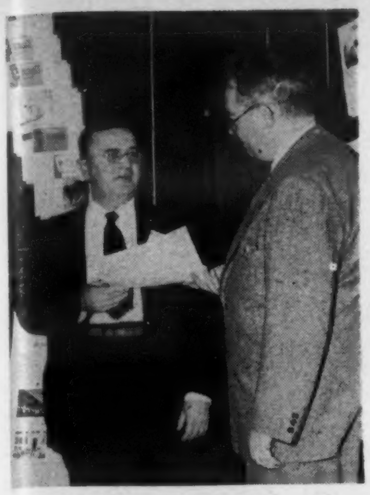
PACKAGING PARADE
THE NEWS MAGAZINE OF THE PACKAGING FIELD

In '48 give your advertising a break—get these 4 big plus advantages:

1. Blanket coverage of buyers in the major package-using industries
2. Fast-moving news reporting plus best presentation of features
3. Big-page domination plus high Ad visibility at low cost
4. Extra fine reproduction of your sales story—finer printing—finer paper.

To build volume sales in '48 concentrate your selling efforts in PACKAGING PARADE

PACKAGING PARADE
360 N. Michigan Ave., Chicago 1
101 Park Ave., New York



INSURANCE AD WINNER—K. W. Pfiffner (facing this way), sales and advertising vice-president of Hardware Mutual Casualty Co., Stevens Point, Wis., receives the grand award for insurance advertising from L. A. Fitzgerald of American Mutual Alliance at the 51st annual convention of the National Association of Mutual Insurance Companies in Columbus, O.

Battle-Weary BMB Gets Set for '48 Interim Study

NEW YORK—The Broadcast Measurement Bureau, to which crises have become commonplace, has less than a month to go in lining up buyers for its 1948 interim study, but as of last week the list of subscribers for this service was impressively small.

Signed contracts for the spring study numbered about 15 early in the week. Nonetheless, BMB officials—who always act as though the silver lining will break through any minute—hope to be overwhelmed with another last-minute rush like that of Sept. 30 when regular subscribers got in under the deadline.

In 1946 cautious stations waited to see what reception was accorded Study No. 1, which covered the entire country, before asking for coverage maps for their area. Such will not be possible for the interim study, since only those places specifically ordered will be covered, a BMB spokesman said.

He also emphasized that signing for permanent subscription and for the impending study are two separate procedures.

Orders Close Dec. 15

Initial orders for the interim measurement, which is open only to BMB subscribers, close Dec. 15. Shortly afterward a list of stations, with the areas ordered, will be published. These stations will have 30 days to place contracts for coverage maps for their area. This latter time period is provided since the number of stations requesting measurement in a given area reduces the participation rate proportionately.

Techniques used in 1946 will be repeated in the 1948 survey. One ballot will be mailed to every 65 radio families, with a minimum of 100 to be mailed to every place covered. Size of places will be based on "Radio Families U.S.A.—1946."

No changes materially affecting the results will be made in the ballot, but some questions—such as the number of FM and multi-sets available—may be added for experimental purposes.

Many Boost Power

Of the approximately 500 permanent subscriber stations, some 110 have started operations since March, 1946. Forty have made power changes since that date, 24 have had network affiliation changes and 18 frequency shifts.

Most broadcasters seem convinced that BMB must garner support from a majority of stations (FCC estimates there will be 2,250 AM outlets by 1948) if it is to be successful. Some 713 stations, out of approximately 900, paid for Study No. 1.

BMB believes that to serve its purpose—that is, bring the last report up to date—the interim measurement should cover the principal markets throughout the U. S.

Between now and Dec. 15 the bureau will use a barrage of letters to lure stations into the fold. Meanwhile, it hopes the networks will influence their affiliates to follow their lead in joining BMB.

'Better Farms' Sold

Better Farms, Pulaski, N. Y., has been sold by Col. Hugh Barclay, its publisher, to Franklin B. Rogger, owner of Everybody's Publishing Company, Buffalo. Publication headquarters of *Better Farms* will be in Buffalo.

Pan Am Names Calkins

Selby Calkins, former public relations manager of the Alaska division of Pan American Airways, San Francisco, has been appointed advertising promotion manager for the airlines with headquarters in New York.

Arnold Bakers to Weir

Arnold Bakers, Port Chester, N. Y., has appointed Walter Weir, Inc., to handle advertising for two new products. One is a raisin tea loaf, and the other is still undisclosed. Arnold markets in a 10-state area along the eastern seaboard.

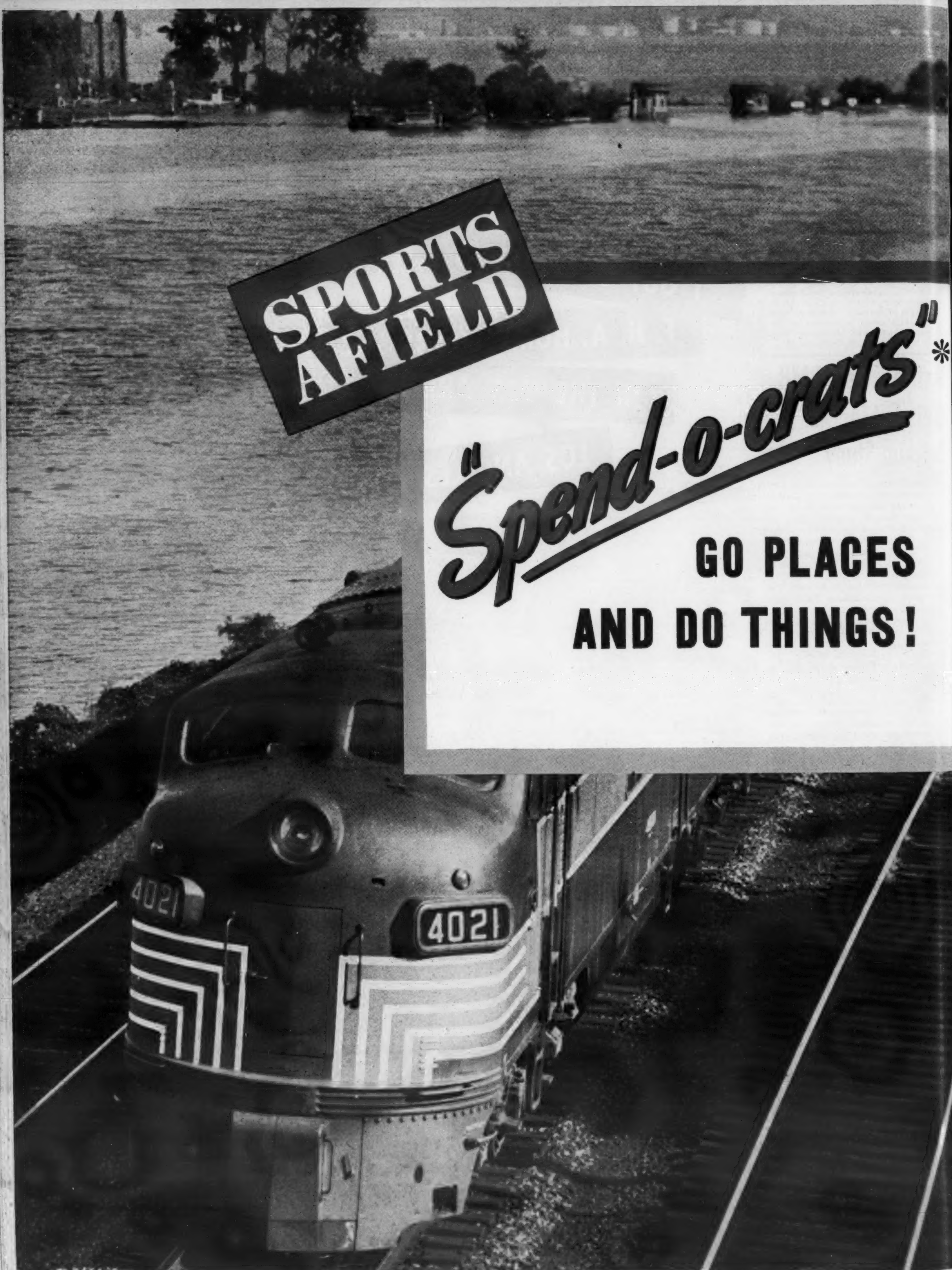
SIGNS OF LONG LIFE*
FOR QUANTITY BUYERS
THE ARTKRAFT* SIGN CO.
Division of
Artkraft* Manufacturing Corporation
900 Kibby St., Lima, Ohio, U.S.A.
*Trademarks Reg. U.S. Pat. Off.

1 OUT OF EVERY 8
F. H. A. HOME LOANS
IN THE U. S. ARE IN
LOS ANGELES COUNTY
ONE OUT OF EIGHT

F. H. A. reports that 16 per cent of all government-insured new home loans are processed in its Los Angeles office–and 80 per cent of these are in Los Angeles County. So here's your market and its favorite evening newspaper!

Represented Nationally by Moloney, Regan & Schmitt, Inc.

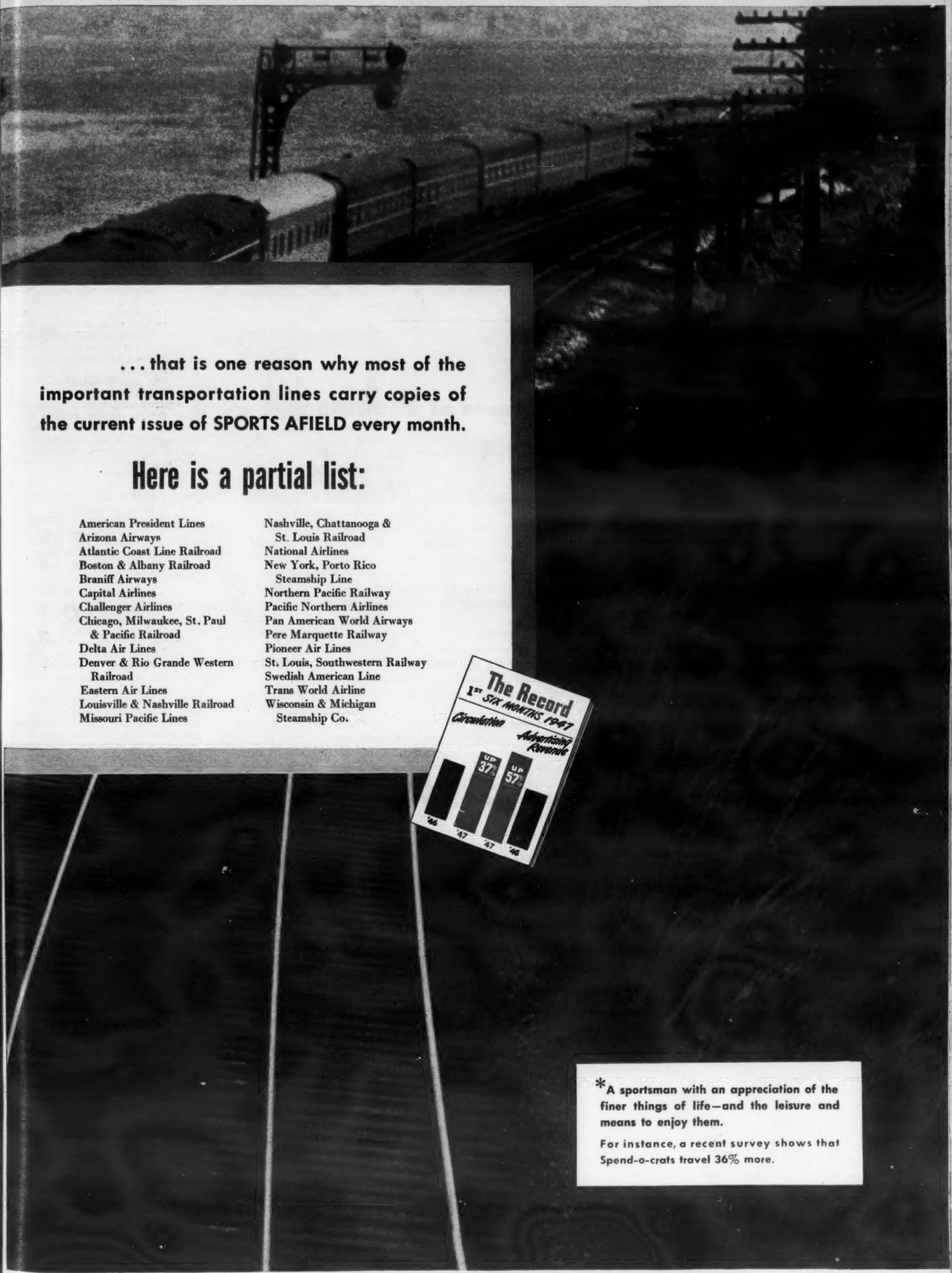
LOS ANGELES EVENING
Herald Express



SPORTS AFIELD

"Spend-o-crats"*

GO PLACES AND DO THINGS!



. . . that is one reason why most of the important transportation lines carry copies of the current issue of SPORTS AFIELD every month.

Here is a partial list:

- American President Lines
- Arizona Airways
- Atlantic Coast Line Railroad
- Boston & Albany Railroad
- Braniff Airways
- Capital Airlines
- Challenger Airlines
- Chicago, Milwaukee, St. Paul & Pacific Railroad
- Delta Air Lines
- Denver & Rio Grande Western Railroad
- Eastern Air Lines
- Louisville & Nashville Railroad
- Missouri Pacific Lines
- Nashville, Chattanooga & St. Louis Railroad
- National Airlines
- New York, Porto Rico Steamship Line
- Northern Pacific Railway
- Pacific Northern Airlines
- Pan American World Airways
- Pere Marquette Railway
- Pioneer Air Lines
- St. Louis, Southwestern Railway
- Swedish American Line
- Trans World Airline
- Wisconsin & Michigan Steamship Co.

***A sportsman with an appreciation of the finer things of life—and the leisure and means to enjoy them.**

For instance, a recent survey shows that Spend-o-crats travel 36% more.

Building Supply News 1st
Brisk Selling Near
The fight is on for the same dollar. It's a healthy fight. Make it profitable. Use the 1st paper

Mulhens Buys ABC Time

"Bouquet of Music," a new 15-minute program, is being broadcast over 11 ABC stations under the sponsorship of Ferd Mulhens, Inc., New York. Commercials are devoted to "4711" toiletries and Sir toilet articles for men. Light classical and popular music will be featured on the show, which is heard Saturday nights over most stations. Kelly, Nason, Inc., New York, is the agency.

Peace Ups Thompson

Malcolm A. Thompson, former field editor in the Baltimore section for the H. L. Peace Publications, New Orleans, has been appointed eastern manager with headquarters in New York.

GIBBONS KNOWS CANADA
J. J. GIBBONS LTD. ADVERTISING
HEAD OFFICES 200 BAY STREET TORONTO
TORONTO • MONTREAL • WINNIPEG • REGINA • CALGARY • EDMONTON • VANCOUVER

High Food Costs Hit Adequate Diet, Conference Warned

Low-Income Family Is Affected Most, Bureau Reports

WASHINGTON — Agriculture Department experts warned last week that rising food prices have made a balanced diet unattainable for millions of low-income families, but at the same time they predicted that food prices will remain high or go higher in the coming year.

Although Americans are still consuming 18% more food than in 1935-1939, the Bureau of Human Nutrition and Home Economics told the department's 25th annual "outlook" conference that low-income families must dip into savings, give up other necessities, or get along without a proper diet.

The bureau said that a family of four must use more than 45% of a $2,000 income for a "minimum" diet developed by nutrition experts. It noted that 35% of U. S. families earned $2,000 or less in 1946.

Spending More Carefully

Other Agriculture Department reports indicated that consumers generally are spending food dollars more carefully. Nevertheless, the experts are telling food producers to expect higher prices for meat and vegetables and continued good returns for dairy products, fruits and other commodities.

With demand running high, livestock will be 5 to 10% below 1947; poultry will be down, too, and fresh vegetables supplies will be "off." Experts say meat prices will average higher than in 1947 and that vegetables, including potatoes and dry beans, will be higher.

During wartime prosperity, Americans stepped up their consumption of attractive foods. Meat consumption went from 126 to 155 pounds per capita. Fluid milk consumption was up 25%. Fresh vegetables were up sharply. On the other hand, staples such as potatoes and grains fell to levels a third below 1909.

Less Meat Per Capita

During the coming year, meat supplies will still exceed the prewar 126 pounds per capita, but they will be at least 10 pounds below the wartime peak. There will still be 20% more milk than prewar. Ice cream consumption will be down, but higher than prewar. Egg consumption will remain 25% above prewar.

Butter, now 25% below 1941, is not likely to recover.

Agriculture Department experts find that a slightly smaller percentage of disposable income is going into food, despite rising prices. They believe this indicates a shift to cheaper items, where the dollar goes further.

At the postwar peak, nearly 30% of disposable income was going for food, compared with 22 to 23% before the war. Projecting prewar prices and quantities, department experts say Americans could have prewar diets today for only 21% of their disposable incomes.

Nutrients Reach Peaks

With better eating available to almost everyone during the war, the quantity of nutrients on the average diet hit record highs. Milk consumption, running 90 quarts per capita over 1909, increased by 40% the calcium content of the average diet.

As millions increased the quantity of fresh vegetables and fruits which they ate, the consumption of vitamin A and ascorbic acid increased dramatically. Thiamin, niacin, riboflavin and iron were up a third to a half, largely as a result of flour and bread enrichment.

Latest department estimates show consumption of calcium and riboflavin down about 5%, due mainly to a decrease in consumption of fluid milk and cream. Thiamin is off as a result of smaller pork supplies. Decreased consumption of vitamin A and ascorbic acid has resulted from a decline in fresh leafy green and yellow vegetables.

Calls It 'General'

The national advertising department of Scripps-Howard Newspapers, New York, will be known as the general advertising department effective Jan. 1, 1948.

Appoints John M. West

John M. West, who has been with Foster-Wheeler Corporation, New York, since 1940, has been appointed director of the company's public relations division, in charge of advertising, publicity literature and house organs.

Names McAuliffe A.M.

Don McAuliffe, formerly with Russell P. Ostrander Advertising, Los Angeles, has been named advertising manager of the Columbia apparel stores in Hollywood and San Francisco.

To Stewart-Lovick

The Civil Service Commission, Ottawa, has appointed the Toronto office of Stewart-Lovick & Macpherson to handle its advertising.

The Big Business of Blooms

The visitor notices the city's fondness for flowers. . . . Office girls out to lunch buy tiny blobs of violets from the street vendors. Women shoppers bear bunches of colorful fragrance. Small stands in seemingly unlikely locations do a brisk business. Cut flowers are a bright accent in business offices. Men can wear boutonieres without occasioning comment. . . . In the dear, dead low-price days of 1939, San Franciscans spent $2,300,000 for flowers.

ELSEWHERE, the prevalence of flowers out of season . . . the ubiquitous mums at the Mardi Gras . . . the church altars aflame with poinsettias at Christmas, lily-laden at Easter . . . the single bud on the room service tray of the Waldorf-Astoria . . . . . . the bower of roses at the mid-winter wedding on Beacon Hill . . . the corsage now commonplace at small-town high school dances . . . make flower crops a big business in the Bay Area . . . and San Francisco the first flower market of the world today.

Currently, flower production in the Bay Area is five times the prewar figure, exceeds $25 million at wholesale. In Alameda and San Mateo counties alone, volume tops $18 million . . . roses run more than $5 million, gardenias over $3 million, and the modest violet occupies 19 acres and brings some $115,000!

The soil, sun, temperate winters and cool summers favor some 85 varieties, well spaced around the calendar. New techniques improve quality, control growth to match markets, but the business is still one of patient, tedious labor . . . e.g., the giant mum on the fur jacketed girl at the Yale-Harvard game started in March as a four inch slip, was transplanted twice for living room, stripped of all branches and buds but one, which by October was a foot in diameter, stood alone on an eight foot stalk!

Today's bull market has several bases:

National prosperity, high prices . . . carnations at 12c, roses 24c, gardenias $7.50 per C, and camellias up to $5 doz., wholesale. . . . Shipments by plane have opened new markets. . . . Ingenious new packages hold refrigerants, have linings of foil which re-deposit on flowers moisture accumulated from evaporation . . . glass fibre containers for protection against the cold of high altitude flights . . . bring perishable blooms still fresh to Eastern cities, diversify florists' stocks the year 'round! And this industry is only one of many enjoying large postwar advances, providing better filled pay envelopes for the augmented population . . . giving San Francisco greater importance as a market, and appreciating as well the values of The Chronicle as a medium in that market!

THE CHRONICLE does an outstanding job as a newspaper, gives the broadest general news coverage of any paper West of New York, gets readership with more than average I. Q. and buying power.

Reaching one family in three in the city, and one in four among residents of the rich suburban counties adjacent, Chronicle coverage is bread and butter for the principal department stores, finds custom for most of the better retailers, is the exclusive medium of many small shops in both city and suburbs. And excepting linage in syndicated supplements, still holds first place in national advertising, is undisputed leader in financial, books, other classifications . . . sells successfully products in any price class to customers in every income bracket . . . A call to any Chronicle representative will bring current evidence of the medium's value on any national advertiser's list.

San Francisco Chronicle

SAWYER, FERGUSON, WALKER CO., *National Representatives*,
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

Your advertising

gets more readers

per thousand

circulation in

POPULAR MECHANICS

because our readers—

having the P. M. Mind—

read ads deliberately!

★

POPULAR
MECHANICS
MAGAZINE

to sell anything men buy . . . **REACH THE P*M* MIND**

Nielsen Presents 5-Point Plan for 1948 Food Sales

Capitalize on Fast Turnover of Brands, GMA Members Urged

NEW YORK — "Make effective use, in every practicable way, of the . . . *increasingly* fast turnover of your brands in retail stores," A. C. Nielsen, president of A. C. Nielsen Company, market and radio research, told the Grocery Manufacturers of America in 39th annual meeting here last week.

This Mr. Nielsen presented as Point 1 of a "five-point program for successful food marketing in 1948."

He cited findings which *The American Weekly* has promoted in a series of advertisements in nine business papers on the facts that "the Nielsen Drug Index shows that, averaging 31 drug commodities, leading national brands turn 155% faster than 'all others';" and that the Nielsen Food Index, covering 33 grocery commodities, "reveals a 148% increase in the relative sales velocity of leading advertised brands since early 1942."

Offers to Aid Members

The American Weekly and "30 different manufacturers have already taken steps in this direction," Mr. Nielsen said. "We will gladly extend full cooperation to any GMA member who wishes to utilize these full facts."

Point 2 was: "Make a strong and specific effort to get—and to *keep* — wider retail distribution and more adequate retail stocks. . . Some food manufacturers need to return to good old-fashioned *selling*.

"3. Do more and better work at point of sale.

"4. Keep your finger on the pulse of consumer demand."

In this connection he cited changes, as shown by the new Nielsen Consumer Index on stocks of different products in American homes between February, 1946, and February, 1947.

Extensive Changes Shown

Percentage changes ranged from plus 74% in paint cleaners, 58.8% in pastry and muffin mix, and 38.8% in soluble coffee to minus 17.8% in lard and minus 24.1% in all-purpose flour. Changes, of plus 2% or less, however, were shown in scouring cleansers, pancake flour, baking powder, bar laundry soap and ready-to-eat cereals, and of minus 2% or less in coffee, baking chocolate and cocoa, and tea.

These, Mr. Nielsen showed, are changes "on the basis of entire commodities. On individual brands the changes are, of course, much greater."

He mentioned 18 different grocery store commodities the purchase of which predominantly exceeded their consumption in a six-month period of 1946, led by baking chocolate and soluble coffee, both 14%.

Point 5, "aimed at cushioning the shock of a possible recession," was: "Keep your feet on the ground and your eye on the curve of consumption."

Given Committee Status

The subcommittee on advertising of the domestic distribution department of the Chamber of Commerce of the United States has been given committee status and will be known hereafter as the Committee on Advertising. Leonard W. Trester, General Outdoor Advertising Company, is chairman.

Appoints Graves V.P.

Robert C. Graves, formerly vice-president in charge of sales of Trumbull Electric Mfg. Company, has joined Federal Electric Products Company, Newark, N. J., in the same capacity.

Promotes Hydro-Tac

Hydro-Chemical Company, East Hartford, Conn., is using trade and sporting goods publications to promote its Hydro-Tac, a liquid non-skid hand preparation for use in football, basketball, bowling and other games. Edward Owen & Co., Hartford, is the agency.

Appoints Sally Myers

Sally M. Myers has been appointed production manager of Kelly & Mengle, Buffalo agency.

Collier's
Goes to
Town
A PLAY IN 3 ACTS
★
WITH NOTHING BUT ACTION
Collier's

ACT I

SCENE: Any home in America's Richest Market . . . the 25 to 45 year age group . . . the "Age of Acquirement". Mother is excited by an ad in Collier's.

Of the "Big 3" weeklies, Collier's reaches the greatest percentage of the 25 to 45 year age group . . . men and women who know what they want and are ready to buy.

WORN OUT LOOKING FOR
STOCK PHOTOS

Try our stock of 500,000, yes half a million stock photos. The odds are all in your favor that we can supply your needs as we have demonstrated to thousands of other ad-men!

KAUFMANN & FABRY CO.
425 S. Wabash Ave., Chicago 5, Ill.

Joins Letter Service

Hassell Edwards, for 14 years advertising manager of Safeway Stores, Inc., in Dallas, Oklahoma City, Little Rock and Fort Worth, has resigned to join the Advertising Letter Service, Fort Worth, operated by his wife.

CCA Adds to Membership

Radio & Appliance Journal, New York, has been accepted for membership in the Controlled Circulation Audit.

Trade Units Must Sell the Public, Bennett Insists

VIRGINIA BEACH, VA.—Telling the trade association story to the public is more vital now than at any time in the nation's history, L. Alven Bennett, field representative of the Bureau of Advertising, ANPA, told the American Trade Association Executives at its annual meeting here last week.

Public relations advertising is important now, he said, because "in few industries are any individual companies so dominant that the public relations job they do can sway public opinion toward their industry as a whole." And in addition, he said, "in nearly all industries there are scores or hundreds of companies too small to lift their public relations activities beyond the local or regional level."

Mr. Bennett asserted that industry has largely failed to tell the true story of its functions and operations, declaring that although people approve of industry's products they distrust the very management which produces these same products.

Advertising, he told the industry leaders, permits management to control the attention value of the message and to clearly identify the sponsor; to control the continuity, and thus help build their reputations with repetition of their message, and to control almost completely the interpretation of the public relations message, as well as its emphasis.

Trade and industrial associations, said Mr. Bennett, should aid and advise their membership in perfecting their own public relations programs, and should "lead the way for industry-wide public relations developments with an industry-wide, association-supported effort."

Named Research Head

Dorothy Heath, formerly assistant production manager, has been appointed director of research of Henry von Morpurgo & Co., advertising and public relations, San Francisco.

ACT II

SCENE: Any store entrance. Collier's has stimulated Mother into action. A sale is in the making.

You get action because you can afford to "say it" more often in Collier's than in either of the other "Big 3" weeklies. You can penetrate the market deeper with more insertions . . . more sales messages . . . more weeks of national coverage.

ACT III

SCENE: Same as Act II. A sale has been made. Collier's has gone to town.

Collier's lower rates add impact to your advertising budget. You get more sell per advertising dollar through Collier's than through either of the other "Big 3" weeklies.

Collier's for Action!

In The Army

Means:
"Private, Corporal, Sergeant"

But IN DALLAS
—FORT WORTH
It's

1 STATION
WFAA

2 FREQUENCIES
820 - 570

3 NETWORKS
NBC - ABC and
Texas Quality

• It's as easy as 1-2-3 to SELL the DALLAS-FORT WORTH MARKET with

WFAA
radio service of the
Dallas Morning News

Represented Nationally by
EDWARD PETRY & CO., INC.

FOR SALES
TOILETRIES
HERS
HIS
HYGIENE
BABY DEPT
REMEDIES

VOLUME

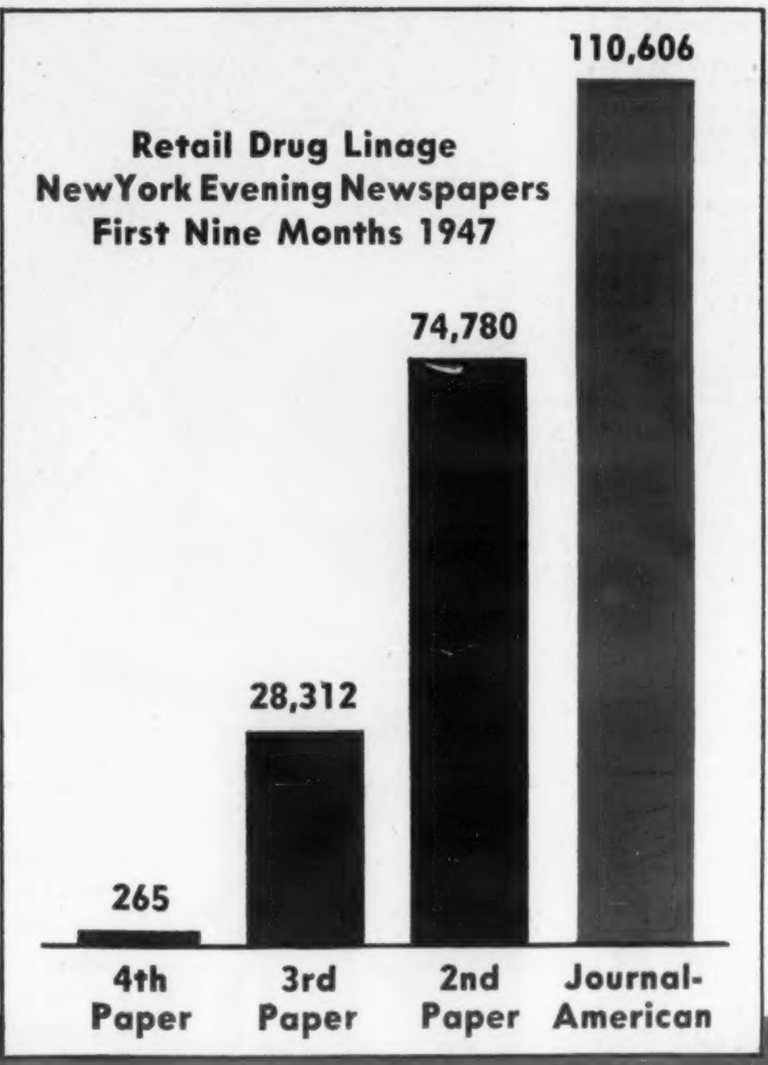
New York retail drug advertisers prefer Journal-American families

IT takes a whale of a lot of sales to stock the medicine cabinets of over two million families.

To keep merchandise moving and sales registers ringing, New York's leading drug chains concentrate in New York's largest evening newspaper.

In the first nine months of 1947 retail drug merchants used more advertising in the Journal-American than in any other metropolitan newspaper. In the same period the Journal-American published 51% of all evening newspaper retail drug linage . . . and more linage than the entire morning field put together.

The same formula that builds sales volume for retail drug advertisers may be prescribed for all advertisers seeking sales success in the world's first market. Rely on the Journal-American . . . preferred by 42 out of every 100 families that read a metropolitan evening newspaper.



YOUR STORY STRIKES HOME IN THE

Journal NEW YORK American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE

Every Ad Trick Used in Food Saving: Belding

NEW YORK—The food conservation drive is "using all the tricks of the advertising business and we don't apologize for it," Don Belding, vice-chairman of the Citizens Food Committee and chairman of Foote, Cone & Belding, told the Grocery Manufacturers of America last week.

"We know how advertising works, we know what works and we want to know what doesn't work; and we are using the things that work," he declared.

Citing the essentially voluntary nature of the program, Mr. Belding reported "the main reason a lot of us are down there giving our time, taking time away from our business when some people think we shouldn't, is that we want to see voluntary curtailment work so we don't get back to allotments."

Praises Council Help

He praised the work of the Advertising Council ("We would have had a hard time getting along without it"), and thanked the members of GMA who are cooperating with the program. Radio allocations now give the food conservation drive 100 Hooper points a day—a contact with every listener daily.

He recalled that the first of the newspaper ads were now on their way, and he asked GMA's criticism, and sponsorship. Newsreels and trailers will start shortly, he said. (Details of the newspaper and radio promotion arranged by the council appears on Page 61).

'Food of the Week'

Mr. Belding also revealed the "Food of the Week" plan which had been brought to the committee by the retail food industry, the advertising grocers. Under this plan surplus foods will be featured, and he urged that GMA members "get in there and pitch with all the retail grocers so that you have a food of the week, at least some place in the country, running all the time. This will be the stepping stone between the emergency program and the broad conservation program which must be continued until the next harvest."

Call-up figures show, he said, that observance of meatless Tuesday has risen from 48% to near 70%.

Appoints Feldman V.P.

Burton G. Feldman, formerly a vice-president and copy chief of Olian Advertising Company, Chicago, has been appointed a vice-president in the Chicago office of Buchanan & Co.

Prompt Accurate

PREMIUM MAILING

* *

Complete service

* *

BRUCE RICHARDS CORPORATION

131 E. 23rd St., New York 10

Plans New Publication

Gillette Publishing Company, Chicago, will launch a new monthly publication, *World Construction,* starting with the March, 1948 issue. The publication will be distributed in foreign countries as well as the United States.

Piedmont Names Pace

James B. Pace has been appointed art director of Piedmont Advertising Agency, Salisbury, N. C.

Joins White Agency

Mrs. Joyce F. Kleiner, formerly with Frank E. Fehlman Advertising Company and the research department of *Cosmopolitan,* New York, has joined White Advertising Company, Cleveland, handling research and surveys.

ABP Unit Plans Course

The Chicago Business Paper Publishers Association has appointed a Chicago Education Committee to set up a "Practice of Business Paper Publishing" course similar to the one being conducted for the second year at New York University in cooperation with the ABP. The Chicago course will be conducted with the cooperation of Northwestern University.

Editors Unit Formed

Editors of Louisville company and plant publications are planning the organization of a local chapter of the International Industrial Editors Association. Mary Murphy, editor of "Pied Sheet," C. T. Dearing Company, was elected general chairman, and Bodley Booker, editor of the "Pegeco News," Peaslee-Gaulbert Company, was elected secretary of the organizing group.

Ideal Names Rethorn

Edward C. Rethorn Jr., designer for *Personal Romances* and *Movie Stars Parade,* published by Ideal Publishing Corporation, New York, has been appointed art director of the entire Ideal Women's Group.

Ahs!
READER
HOUSEHOLD
NOVEMBER 1947
15 Cents
Let Glass Gladden Your Home
By Richard J. Neutra
Arthur Capper Publisher
The Family Magazine of 2,000,000 Homes

Success is a HOUSEHOLD Word!

- Complete new format—new size, new type, new stock!
- More than 2,000,000 circulation—highest in history!
- Advertising volume 30% over 1946!
- More four-color ads than ever before!
- More *Idea-Planned* editorial pages!
- Greatest reader action and advertising response!
- HOUSEHOLD market—small cities and towns—at all-time high in purchasing power!
- *. . . and all this at the lowest rate per thousand readers—$2.25 for black and white, $3.00 for four colors.*

Gets Jewelry Account

Imperial Pearl Syndicate, New York, Chicago and Los Angeles, has placed its advertising with Seidel Advertising Agency, New York. Jewelry trade publications will be used.

Kaufman Joins Ross Roy

J. J. Kaufman, formerly with the Fisher Body division of General Motors Corporation, has joined the public relations staff of Ross Roy, Inc., Detroit agency.

Lipcolors Reach Early High Sales in Oklahoma City

OKLAHOMA CITY—As promised last summer by Gwen Gibson Market Research (AA, Sept. 8), the organization's "Beauty Buyers" October survey of toiletries sales here was issued on Nov. 5, only five days after the end of the month covered.

The report, Gibson's second, shows a remarkable sales increase for Lady Esther's new Lipcolors. The product was introduced Sept. 14 with a Lady Esther ad and tie-in copy by a local 20-store drug chain. For the week ending Sept. 20, "Beauty Buyers" showed Lipcolor with 7.7% of total lipstick sales.

The following week department stores also sold it. By the end of September, Lipcolor sales were 11.8% of all lipstick sales. By the end of October, its unit sales were tied for third here with Peggy Sage lipstick and dollar volume was next to the top.

The reports are published monthly on lipstick, face powder and cake make-up, rouge, nail polish, cleansing and other creams, hand creams and lotions, home permanent waves, deodorants and shampoos. Special reports are available weekly.

The reports are based on personal interviews with a selected group of from 800 to 1,000 Oklahoma City women. Each report reflects brand standings, comparative dollar volume, place of purchase, and breakdown of these by economic group, race, age, color of hair and employment status of buyers.

Promotes Rock Salt

International Salt Company, Scranton, Pa., has launched a campaign to run during the winter months promoting Sterling rock salt as a snow and ice remover. The schedule includes the use of six different groups of business papers, direct mail to rock salt users and prospects, and banners and display cards for retail outlets. J. M. Mathes, Inc., New York, is the agency.

Ridd Names Hannah

Hannah Advertising Company, San Francisco, has been named to handle the advertising of Ridd Laboratories, Seattle. Newspapers in metropolitan markets will be used to promote Ridd for athlete's foot and first-aid Ridd.

Ohs!
WOWS!
AGENCY MAN
ADVERTISER

Greet
HOUSEHOLD'S
new style!

Readers . . . agency men . . . advertisers . . . they're all voicing approval of the newly styled HOUSEHOLD!

No sooner was the big November issue off the press than the first reports came in—praise for the new format, the extra editorial pages, the sparkling array of four-color ads. Look left and see what's new in HOUSEHOLD. See why now, more than ever, *Success Is a HOUSEHOLD Word!*

Capper Publications, Inc., Topeka, Kansas
HOUSEHOLD
a magazine of action for small cities and towns

YOUR 1948
BUDGET MUST
INCLUDE
WAAT

TO REACH THE NORTH JERSEY-NEW YORK CITY MARKET.

. . . 25 NATIONAL-REGIONAL, 61 RETAIL ADVERTISERS ARE USING WAAT . . . *because they know that . . .*

WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION . . . INCLUDING ALL 50,000 WATTERS.

- FIRST IN AM
- FIRST IN COMMERCIAL FM
- SOON FIRST IN FACSIMILE
- SOON FIRST IN TELEVISION

New Jersey's 1st Station
WAAT
970 ON THE DIAL
NEWARK-NEW JERSEY

Exporters Elect Lush

Harold Victor Lush, president of Metal Stampings Ltd., Toronto, has been elected president of the Canadian Exporters' Association.

Ad Fried Names Callan

Major Robert B. Callan has been appointed an account executive of Ad Fried Advertising Agency, Oakland, Cal.

Building a Future
WSGN
ABC
PROMOTION
SERVICE
PROGRAMS
PUBLICITY

WSGN's aggressive promotion helps put your product in the market now. But better still, it attracts listeners *and buyers* for the future. In promotion, publicity, programs and service, WSGN is Alabama's leading station!

ALABAMA'S BEST *BUY* FAR!

WSGN
WSGN-FM

THE NEWS-AGE-HERALD STATIONS
Birmingham 2, Alabama
Headley-Reed, National Reps.

MORE FARM MONEY*

MAKES *Colorado* A

BETTER FARM MARKET

* *Colorado, with an average income per farm of $8,770, was among the top ten states in 1946. It is estimated that Colorado's 1947 cash farm income may top last year's by almost 25 percent.*

COVER COLORADO

WITH *Colorado*

Rancher *and* **Farmer**

SAM R. McKELVIE, Publisher
GLENN BUCK, Gen. Mgr.
P. O. BOX 1349
DENVER 2, COLO.

Member Western Associated Farm Papers
Chicago New York San Francisco

NOVEMBER ADVERTISING LINAGE IN FARM PUBLICATIONS

	Total Advertising				Commercial Display Excluding Poultry, Livestock and Classified	
	1947		1946		1947	1946
	Pages	Lines	Pages	Lines	Lines	Lines
FARM MAGAZINES						
Capper's Farmer	50.2	34,129	56.0	38,080	33,504	37,092
Country Gentleman	98.0	66,613	86.0	58,509	65,024	57,364
Farm Journal	95.5	40,980	88.7	38,037	39,888	36,785
Progressive Farmer:						
Carolina-Va. Edition	65.6	47,785	62.2	45,306	45,616	43,380
Ga.-Ala.-Fla. Edition	68.2	49,672	66.6	48,492	47,225	46,480
Ky.-Tenn.-W. Va. Edition	65.9	48,000	63.5	46,271	46,017	44,570
Miss.-La.-Ark. Edition	65.5	47,731	61.5	44,805	45,442	42,857
Texas Edition	72.6	52,878	69.3	50,489	50,520	48,305
*In all 5 Editions	59.5	43,324	56.8	41,408	41,943	40,160
*Aver. 5 Editions	67.6	49,218	64.6	47,072	46,964	45,118
Southern Agriculturist	43.6	30,502	39.8	27,828	28,744	26,235
Successful Farming	100.0	44,993	100.0	45,078	43,977	43,594
Total Group	725.1	463,283	693.6	442,895	445,957	426,662
MONTHLIES						
Agricultural Leaders' Digest	31.0	6,069	32.3	6,328	6,069	6,329
American Fruit Grower	19.5	8,409	19.7	8,455	8,180	8,054
American Poultry Journal:						
Eastern Edition	32.7	14,017	41.1	17,655	10,535	11,701
Central Edition	29.4	12,593	31.2	13,388	10,357	9,528
Western Edition	26.9	11,562	27.6	11,852	9,634	8,581
*In all 3 Editions	25.1	10,881	25.9	11,122	9,077	8,029
Better Farming Methods	58.5	25,101	47.8	20,491	25,101	20,491
Better Fruit	13.2	5,561	12.3	5,178	5,561	5,178
Breeder's Gazette	20.0	8,977	23.4	10,417	6,468	7,553
California Citrograph	22.7	15,246	23.9	16,044	14,078	15,706
Cattleman, The	91.0	38,237	96.3	40,446	18,480	19,663
Cooperative Digest	12.5	2,625	17.8	3,727	2,625	3,727
Electricity on the Farm	23.5	8,389	19.9	7,102	8,389	7,102
Farm and Ranch	39.1	27,388	40.0	30,300	25,818	28,750
Farmer Stockman	35.1	26,547	35.1	26,531	25,562	25,539
Florida Grower	22.5	15,326	21.6	14,672	14,646	14,162
Kentucky Farmer	20.2	15,827	18.2	14,295	14,121	12,767
Michigan Farm News	2.4	5,537	1.7	3,872	5,432	3,822
National Live Stock Producer	11.8	8,644	13.1	9,515	8,057	9,093
New Jersey Farm and Garden	33.6	15,156	38.0	17,162	14,122	15,048
Ohio Farm Bureau News	16.1	7,254	9.4	4,240	6,954	4,030
Poultry Tribune:						
Eastern Edition	48.1	20,632	59.1	25,357	16,423	18,378
Central Edition	42.3	18,128	44.7	19,164	15,917	15,371
Western Edition	38.0	16,291	41.4	17,772	14,353	14,665
*In all 3 Editions	36.1	15,483	38.4	16,456	13,697	13,569
Southern Farmer	13.0	10,418	4.8	3,863	9,942	3,565
Southern Planter	36.7	25,707	37.7	26,355	24,926	25,213
Western Dairy Journal	41.7	17,542	44.6	18,753	8,736	8,127
Western Livestock Journal	82.4	34,638	96.3	40,460	17,213	19,740
Total Group	863.9	421,821	899.0	433,394	347,699	341,983
Monthlies—October						
Arkansas Farmer	10.4	7,839	10.3	7,804	7,839	7,804
Idaho Granger	8.3	9,023	12.8	13,865	8,960	13,816
Nation's Agriculture	7.5	3,382	11.5	5,272	3,382	5,272
Total Group	26.2	20,244	34.6	26,941	20,181	26,892
Semi-Monthly—October						
American Agriculturist	29.6	21,567	32.0	23,327	19,468	21,401
California Grange News	36.8	41,258	33.4	37,366	40,628	36,946
†*Colorado Rancher & Farmer	20.8	15,743	...	.....	12,482	.....

	Total Advertising				Commercial Display Excluding Poultry, Livestock and Classified	
	1947		1946		1947	1946
	Pages	Lines	Pages	Lines	Lines	Lines
Dakota Farmer	50.6	39,075	48.0	37,053	37,244	35,321
Farmer, The	65.0	50,967	59.8	46,913	44,773	41,237
Hoard's Dairyman	44.3	32,248	48.5	35,285	25,885	29,578
Idaho Farmer	47.2	35,646	49.1	37,108	33,233	34,775
Indiana Farmer's Guide	33.5	26,227	33.1	25,979	17,725	18,796
Kansas Farmer	45.6	34,676	46.4	35,277	26,167	27,475
Michigan Farmer	44.1	33,878	44.4	34,111	29,286	30,331
Missouri Farmer	7.7	6,002	6.8	5,332	5,680	5,010
Missouri Ruralist	38.9	29,619	38.9	29,549	23,865	23,459
Montana Farmer	64.3	48,628	50.5	38,174	27,939	22,989
Nebraska Farmer	76.7	57,954	74.1	56,022	49,384	48,068
New England Homestead	36.3	25,406	39.4	27,559	19,331	20,639
Ohio Farmer	51.6	39,626	50.0	38,409	35,337	34,508
Oregon Farmer	44.8	33,875	49.0	37,065	31,742	34,730
Oregon Grange Bulletin	18.0	19,572	14.0	15,120	19,572	15,120
Pennsylvania Farmer	35.7	27,451	40.5	31,088	25,406	29,226
Utah Farmer	32.5	24,577	28.8	21,806	23,940	20,798
Wallaces' Farmer & Iowa Homestead	80.1	62,805	75.2	59,091	53,619	50,819
Washington Farmer	44.9	33,941	51.9	39,228	31,824	36,977
Western Farm Life	68.2	53,439	63.5	49,770	23,962	23,996
Wisconsin Agriculturist	53.9	42,228	49.0	38,414	40,849	36,169
Total Group	1,050.3	820,665	1,026.3	799,046	686,859	678,368
Bi-Weeklies—October						
Arizona Farmer	67.8	51,291	54.6	41,270	49,366	39,597
Dairyman's League News	10.4	7,588	9.3	6,746	6,552	5,661
Pacific Rural Press:						
Northern Edition	59.1	44,677	65.1	49,230	39,672	45,140
Southern Edition	56.3	42,596	60.5	45,789	37,591	41,531
Prairie Farmer	70.1	51,092	65.3	47,586	44,754	41,335
Total Group	263.7	197,244	254.8	190,621	177,935	173,264
Weeklies—October						
Capper's Weekly	8.1	18,159	7.3	16,430	15,102	12,869
Weekly Kansas City Star	37.2	91,550	26.4	65,103	76,273	52,363
Total Group	45.3	109,709	33.7	81,533	91,375	65,232
Dailies—October						
Chicago Daily Drovers Journal	30.6	65,205	24.2	51,455	28,365	25,608
Kansas City Daily Drovers Telegram	51.2	108,982	49.6	105,618	66,961	65,336
Omaha Daily Journal-Stockman	50.8	108,113	42.8	91,022	63,794	53,625
St. Louis Daily Live Stock Reporter	21.0	44,774	20.9	44,578	28,545	28,215
Total Group	153.6	324,074	137.5	292,673	187,665	172,784

*Not included in totals.
†First issue Sept., 1947.

CANADIAN

	Total Advertising				Commercial Display Excluding Poultry, Livestock and Classified	
	1947		1946		1947	1946
	Pages	Lines	Pages	Lines	Lines	Lines
aCanadian Countryman	41.6	29,121	41.9	29,306	21,634	22,115
Country Guide, The	39.5	28,442	34.7	24,947	28,442	24,947
aFamily Herald & Weekly Star:						
Eastern Edition	103.7	103,660	99.1	99,080	75,635	69,409
Western Edition	91.5	91,483	88.5	88,458	69,840	67,449
Farm & Ranch Review	18.1	13,061	17.3	12,458	12,237	11,932
Farmer's Advocate & Home Magazine	47.0	32,871	45.0	31,456	26,236	24,175
Farmer's Magazine	38.0	26,591	34.0	23,594	24,632	21,155
aFree Press Prairie Farmer	139.8	157,232	116.9	131,522	86,216	71,449
Western Producer	58.8	62,906	53.1	56,822	29,553	27,570
Total Group	578.0	545,367	530.5	497,643	374,425	340,201

aOctober linage.

Farm Publications Report 4% Gain

CHICAGO — Farm publications have had a 4% linage gain in the past month over last year, according to ADVERTISING AGE's monthly tabulation of farm linage figures. Only the farm monthlies showed decreases.

The farm publications' total for the latest period is 2,357,040 lines, compared with 2,267,103 a year ago.

Farm magazines carried 463,283 lines, up 4.6% from their 442,895 lines in 1946. Weeklies had a 34.6% gain, up from 81,533 to 109,709 lines. Bi-weeklies carried 197,244 lines, compared with 190,621 last year, up 3.5%. Dailies' linage totaled 324,074, up 10.7% from their 292,673 a year ago.

The farm monthlies carried 421,821 lines in November, down 2.7% from 433,394. Monthlies reporting for October showed a 24.9% drop—from 26,941 to 20,244.

Canadian farm publications carried 545,367 lines, 10% over the 497,643 carried in the same month last year.

Vess Airs Radio Show

Vess Beverage Company, St. Louis, is co-sponsoring the "Brush Creek Follies" show for 26 weeks over Station KMBC, Kansas City, Mo. The show, promoting Vess cola, runs Saturdays from 8-10:30 p.m. and is on the air from 9:30-10:15. Spot announcements, newspaper and outdoor poster advertising, in addition to the company's present schedule, will call listeners' attention to the program.

PR Company Moves

Edward J. Flynn, Los Angeles public relations agency, has moved to new quarters at 1585 Crossroads of the World, Hollywood.

Ginn Advanced

J. Elwood Ginn, on the sales staff of Pacific Outdoor Advertising, Los Angeles, has been promoted to assistant sales manager.

Quality

Our "who's who" clientele is testimony to the exacting craftsmanship demonstrated by our faithful reproductions. Quality is the watchword by which every member of our organization is guided.

Laurence, INC.

PHOTO ENGRAVINGS OF QUALITY

547 SOUTH CLARK STREET, CHICAGO • WABASH 6284

Christmas Club Advertising Will Reach New Peak

NEW YORK — Christmas Club members—some 9,500,000 of them —will have $747,000,000 to spend on holiday shopping this season. The record total, an increase of 17.6% over last year, will be distributed through 5,500 banks and savings institutions throughout the U. S.

The Christmas Club Corporation will spend more on advertising this year than ever before, its agency, Brooke, Smith, French & Dorrance, reports, but it dodges specific figures. The club has scheduled ads in six banking publications, *Collier's, Fortune, Life, New York Times Magazine, The Saturday Evening Post, This Week Magazine* and *Time*. It also uses spot radio, railroad station and subway posters.

Started in 1910

In 1910, when the late Herbert F. Rawll founded the Christmas Club, he had a hard time interesting bankers in the plan. Only through his keen awareness of the value of advertising did he convince a conservative group of bank directors that bank advertising was not undignified.

Just before Mr. Rawll was about to address the board of directors of a bank in Westchester County, N. Y., the president of that institution attempted to dismiss him, with a statement that the institution would be the laughing stock of the city if it were to install the suggested "five-cent nickelodion, trading stamp proposition."

Sign Does Trick

While driving to the meeting, Mr. Rawll noticed a large electric sign, "Come to Worship." He asked the bristling banker if he belonged to that church. The banker said he did. Mr. Rawll reminded him that the advertisement was calculated to bring a greater number of people into that church, and that his bank could make a contribution just as helpful to the community.

Today, that bank is one of the Christmas Club's enthusiastic supporters.

This year average per-member distribution is about $84.50 for metropolitan areas and $78.50 for the country, compared with $76 for last year. The increase in membership represents 1,140,000 over 1946.

Buys Cobrain's Interest in Airadio

J. B. Cobrain, president, has sold his interest in Airadio, Inc., Stamford, Conn., manufacturer of variable condensers, aircraft communication equipment, radio and television receivers and radiation therapy devices, to Jay Sullivan, vice-president and general manager. Mr. Sullivan becomes president and treasurer of the company. Kenneth M. Piper, formerly assistant vice-president of Bausch & Lomb Optical Company, is vice-president, and P. J. Guliano, formerly assistant to the vice-president, has been made assistant to the president. E. C. Timmerman remains as secretary.

Hugh H. Graham & Associates, New Britain, Conn., has been named to handle the company's advertising for 1948.

Joins Frigidaire

Wade Atkinson, formerly public relations director of Ross-Frederick Corporation, Mineola, N. Y., and assistant public relations account executive of Newell-Emmett Company, has joined the public information department of the Frigidaire division of General Motors Corporation, Dayton.

Warwick & Legler Gets Farnsworth Account

Warwick & Legler, New York, has been appointed to handle all national advertising of Farnsworth Television & Radio Corporation, Fort Wayne, Ind., effective Jan. 1, with J. R. Warwick in direct supervision and Douglas J. Murphy as account executive.

The agency also will help correlate Farnsworth's local dealer advertising throughout the country.

Dress and Shoe Accounts Go to Roman Agency

Roman Advertising Company, which has moved to larger quarters in the Chemical building, St. Louis, has been appointed to handle the advertising of Martha Manning line of dresses made by Forest City Mfg. Company, St. Louis. Plans call for four-color ads in national fashion magazines and consistent year-round promotion in *Good Housekeeping, Ladies' Home Journal, Today's Woman* and *Woman's Home Companion*.

Modern Shoe Company, St. Louis, also has named Roman to direct the advertising and promotion of Johnnie Walker shoes for young men. Ads in men's class magazines, trade publications, and newspapers, plus displays and other dealer helps, will be used.

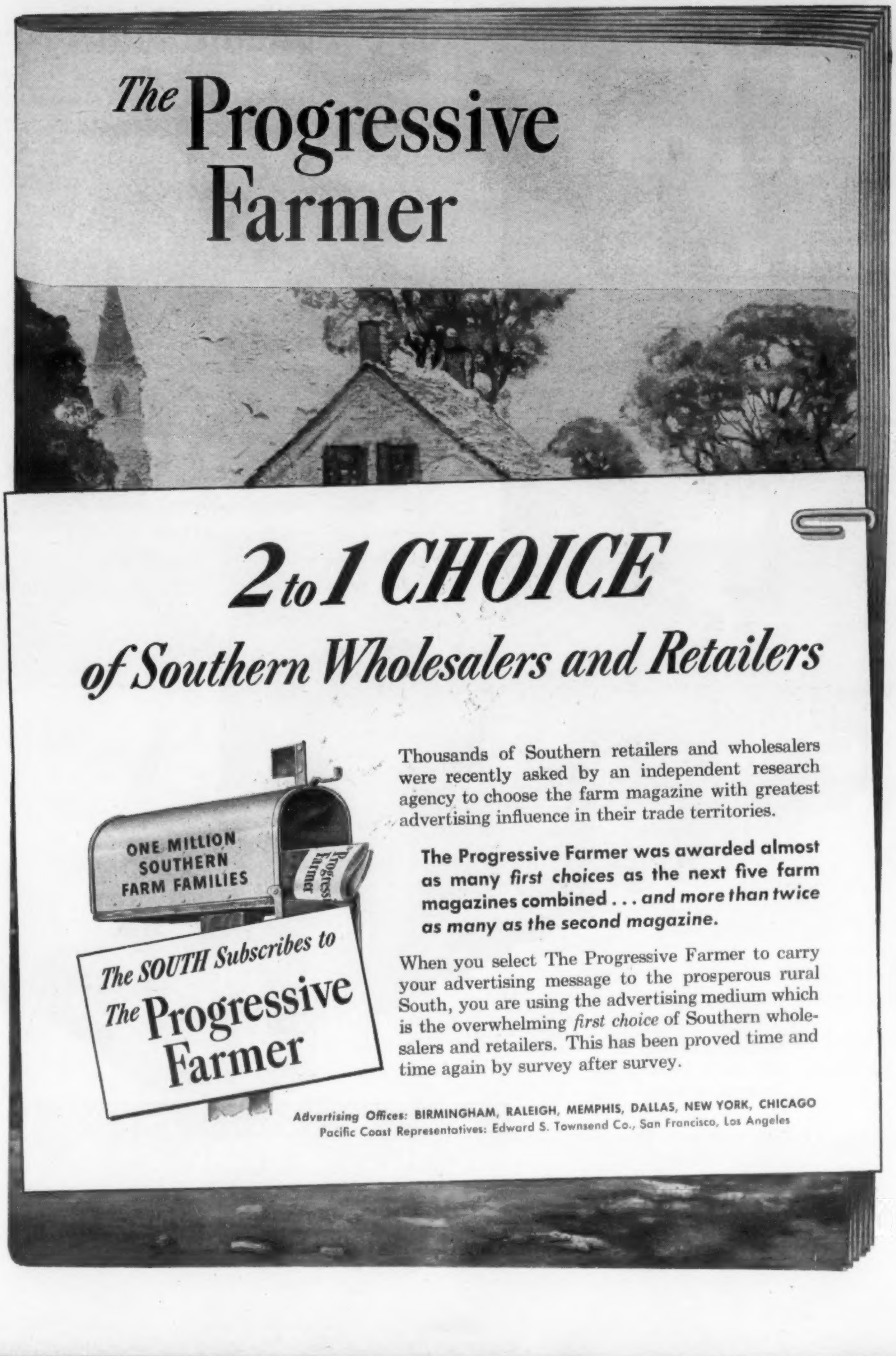
Bolas Joins FC&B

George Arthur Bolas, formerly with Dancer - Fitzgerald - Sample and NBC, has joined Foote, Cone & Belding, Chicago, as assistant account executive on the Toni Company account.

Drug & Cosmetic
INDUSTRY

Covers an industry that is not afraid of the future.

Also Publishers of Beauty Fashion


The Progressive Farmer

2 to 1 CHOICE

of Southern Wholesalers and Retailers

ONE MILLION SOUTHERN FARM FAMILIES
The SOUTH Subscribes to The Progressive Farmer

Thousands of Southern retailers and wholesalers were recently asked by an independent research agency to choose the farm magazine with greatest advertising influence in their trade territories.

The Progressive Farmer was awarded almost as many *first choices* as the next five farm magazines combined . . . *and more than twice as many as the second magazine.*

When you select The Progressive Farmer to carry your advertising message to the prosperous rural South, you are using the advertising medium which is the overwhelming *first choice* of Southern wholesalers and retailers. This has been proved time and time again by survey after survey.

Advertising Offices: BIRMINGHAM, RALEIGH, MEMPHIS, DALLAS, NEW YORK, CHICAGO
Pacific Coast Representatives: Edward S. Townsend Co., San Francisco, Los Angeles

This Week In Washington

By STANLEY E. COHEN, Washington Editor

Business Boom to Stay into '48, Commerce Expert Insists

WASHINGTON—If you are wondering about short-run business trends, consider the opinion of S. Morris Livingston, one of Commerce Department's dispassionate crystal gazers. After checking gross national product potentials, Livingston has come up satisfied that the current boom will go well into 1948.

He finds that the economy will be "more vulnerable" in 1948, but sees little sign of overbuilding characteristic of the end of the capital goods cycle. He is confident that 1948 as a whole will compare "not too unfavorably" with 1947 even if the boom passes its peak.

Looking back, Livingston says retailer caution almost set off a recession last spring. When consumer demand failed to recede by mid-year, however, merchants and other buyers concluded they could not afford to wait for lower prices not yet in sight.

Next time business grows cautious, results may be more serious, Livingston warns. With inventories larger, it will be easier to postpone additional buying. Moreover, deferred demand will be less urgent and foreign buying which minimized last spring's adjustment is not likely to be repeated.

• • •

On the subject of boom or bust, there was something disquieting in current Commerce Department figures showing chain store and mail order September sales at $2,105,000,000—up 23% over a year ago. The increase, Commerce said, largely reflected the rise in prices over the period.

Sales in many lines—men's and women's wear, eating and drinking places, and drug stores were strong but below former high points. Inventories were substantially higher for most trades. Building material dealers have more than double the dollar volume of goods on hand a year ago. Auto accessory stocks were up a third, food a fourth. Shoe store stocks are 40% larger than a year ago and men's wear 20%. Women's apparel stores reported inventories slightly lower this September than last.

• • •

Congress returned none too soon for the National Association of Home Builders. Quite by surprise, builders discovered early this month that the booming housing program had all but exhausted the $4.2 billion FHA insurance fund which makes it possible for builders to get easy credit. With applications for construction loans totaling $50,000,000 weekly, the home builders feel the special session should bolster FHA's insurance funds by at least $1 billion.

• • •

Congressional price investigators are awaiting advance copies of "cost-of-living budgets" now being worked out by the Bureau of Labor Statistics for average families of four in each of 34 large cities. Tentatively set for release in the December issue of the department's "Monthly Labor Review," the budgets reportedly range around a minimum of $3,000. "Monthly Labor Review" for January, 1946, carried an earlier budget study based on 1944 prices showing that modest-living families of four could save money on $2,292 after taxes.

• • •

Treasury's study of farm co-ops is only one of some 29 special tax reports being issued as background for a general revision of federal tax policies. Some already issued and others to come deal with personal income, excise taxes, federal-state coordination, and various aspects of corporation taxes.

Although Treasury managed to sidestep firm recommendations on the controversial co-op tax exemption, early next year it will issue a report on another "hot" subject — exempting corporations other than co-op, including labor unions, universities, trade associations and other "non-profit making" groups.

This report is supposed to go into the matter of tax avoidance possibilities and competition with taxable business concerns—problems raised by publishing, real estate and other subsidiary activities of "exempts."

• • •

With three stations on the air here, the television camera—already a fixture of Presidential "fireside chats"—last week invaded the Senate foreign affairs committee to cover "Marshall Plan" testimony of Secretary of State George C. Marshall.

Radio Manufacturers Association President Ray C. Cosgrove is predicting that the television set boom will be well under way in the next few months. By June, Cosgrove says dollar revenue from television sets will be greater than from standard broadcast set production.

• • •

Despite talk of decentralizing industry and dispersing population, metropolitan areas have continued to grow steadily since 1900, according to an exhaustive analysis by Dr. Warren S. Thompson of Miami University, Oxford, O., published recently by Census Bureau. Tables show the increase from 44 metropolitan areas in 1900 to 140 in 1940, also the decentralization within metropolitan areas as outlying districts developed, sometimes at the expense of the central city. The report points to further metropolitan growth, particularly in the South and West, but warns that the future of each district and region rests on its distinctive problems.

• • •

Latest Agriculture Department project under the new research and marketing act is a training course showing retail sales personnel how to boost sales of fresh fruits and vegetables. Given by United Fresh Fruit & Vegetable Association with the government paying costs, the course covers display and care of produce with emphasis on minimizing waste and increasing customer appeal. Research chief A. E. Meyer says

BEST
SELLER

for Book Publishers
in One of
America's Largest
Book Markets . . .
The Nation's Capital

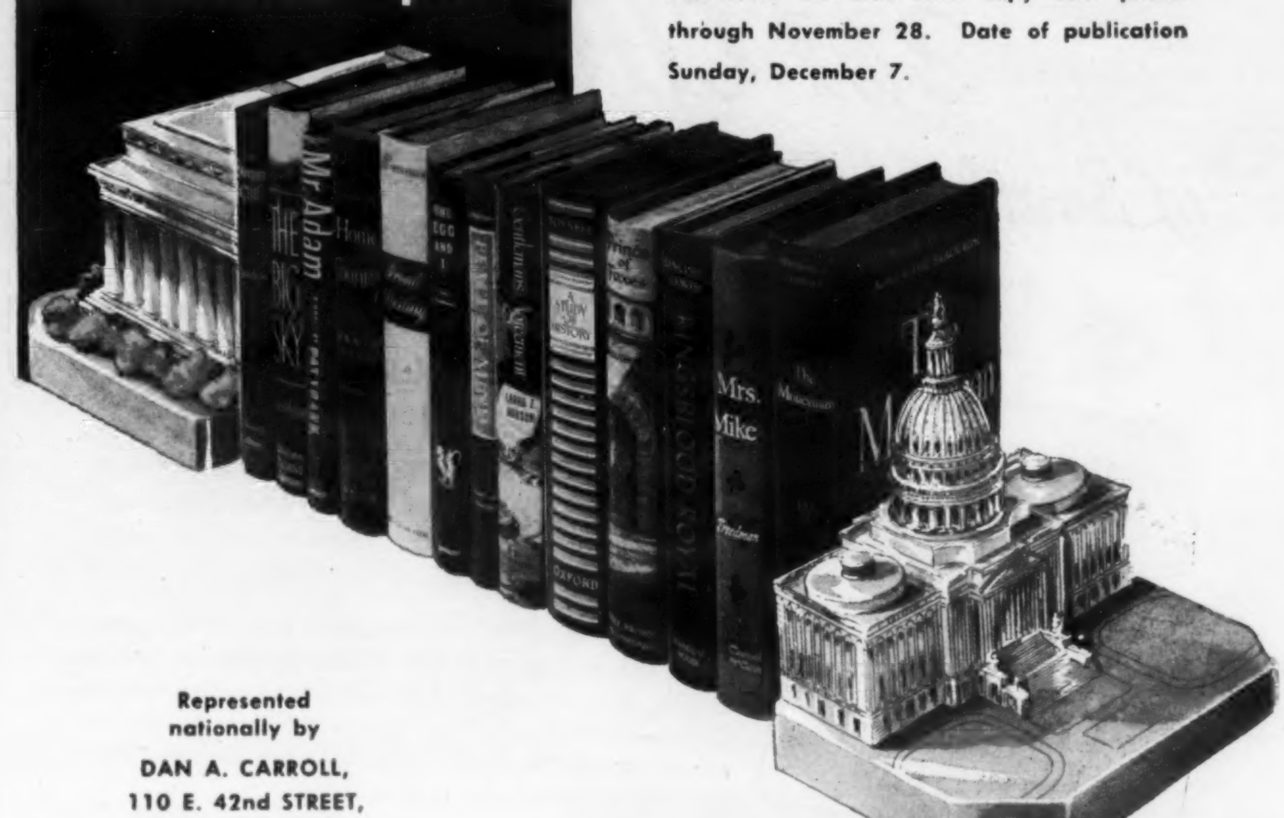
The Sunday Star

Annual Christmas
Book Survey

An elaborate tabloid supplement filled with reviews of the Year's best sellers appraised by literary experts and classified by subject to aid the Christmas shopper.

And remember . . . The Star is Read by More People in The Nation's Capital Than Any Other Newspaper.

Space reservation for this attractive buyer-service feature will be accepted through November 24 and final copy and plates through November 28. Date of publication Sunday, December 7.



Represented
nationally by
DAN A. CARROLL,
110 E. 42nd STREET,
NEW YORK CITY

THE JOHN E. LUTZ CO.,
TRIBUNE TOWER,
CHICAGO

The Evening Star
WITH SUNDAY MORNING EDITION
WASHINGTON 4, D. C.

fruit and vegetable merchandising is unchanged in 25 to 30 years. He hopes the training course will enable retailers to take advantage of recent grading, packaging and transportation improvements.

Schenley Schedules Christmas Ads

Schenley Distillers Corporation, New York, will use a full-color six-page advertising insert for 13 beverage brands in pre-Christmas issues of 22 business papers to present its multiple advertising program that will carry the firm's "Schenley Mark of Merit" seal.

Schenley also is introducing Sir John Schenley blended whisky with page ads in *Esquire, Newsweek, The New Yorker* and *Time*, more than 50 newspapers and business papers throughout the country. Both campaigns are placed through the Biow Company, New York.

Bingham Joins BSF&D

Lela F. Bingham has joined the copy department of Brooke, Smith, French & Dorrance, Detroit.

One of the Most Inspirational Books On Advertising Ever Written!

A "Must" in the Library of Every "Ad-Man"!

The DIARY of an AD MAN
James Webb Young

If you haven't bought and read a copy of Jim Young's *The Diary of an Ad Man* as yet—it's time you did, to put it flatly! With more than 4,000 copies sold already, and as a standard bibliographical reference in advertising libraries, *The Diary of an Ad Man* is a source of constant inspirational reading and re-reading for established advertising craftsmen . . . as well as providing an enlightening message for the tyro.

In it one of the country's best known advertising men has put down, day by day, for eighteen months in the most critical period of advertising history, what he saw, felt, did, thought and read . . . and with the gift for words, wit and wisdom as only Jim Young possessed. It is not a technical book, but 578 different day-by-day inspirational records of messages, and ideas to help you understand more clearly and thoroughly what advertising, business and life are all about.

Be sure and order a copy for yourself, in case *you* haven't read *The Diary of an Ad Man.* If you're an advertising executive, get copies for your staff—it'll make a practical and appreciated token of the holiday spirit . . . and be an excellent investment.

SINGLE COPIES $3, postpaid
(25% discount for 5 or more copies)

ADVERTISING AGE, 100 E. Ohio St., Chicago 11, Ill.

Please send me postpaid.........copies of *The Diary of an Ad Man.* I understand that the book, or books, may be returned in 10 days and my money refunded without question if I am not entirely satisfied.

( ) check, or ( ) money order enclosed for $..................

Name ....

Company ....

Street Address ....

City ....State ....

Telecoin Spurs Laundry Traffic with Premiums

NEW YORK — Telecoin Corporation has started using premiums to increase traffic into the launderettes which it services. The company is the national distributor for the commercial Bendix automatic home laundry and other service equipment.

Telecoin, in New York and Chicago, is offering gift portraits to be given by the operators to regular customers and to customers who bring in coupons from the 690-line announcement ads along with a washing.

Outside of New York and Chicago, excluding the West Coast, the company is offering a kitchen knife in 500 cities. The knife is sold for 25 cents and a single wash receipt. Newspaper advertisements of 360 lines carried the announcement.

The company is also issuing launderette calendars for 1948.

Cowan & Dengler is the agency.

Martinelli Joins Rogers

Arnold C. Martinelli, since 1944 sales manager of Monsanto Chemical Company's plastics division, Indian Orchard, Mass., and a member of the Monsanto sales staff since 1938, will join Rogers Plastics Corporation, North Wilbraham, Mass., Jan. 1 as general manager.

Gene Grant & Co. Moves

Gene Grant & Co., Hollywood station representative, has moved to new offices at 5255 Wilshire Blvd., Los Angeles.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
SAN FRANCISCO RUSS BLDG.
LOS ANGELES GARFIELD BLDG.

Fine Coated Paper
Needs No Other Name

When Consolidated perfected an advanced method of manufacturing fine coated paper neither the characteristics nor the name of the product were changed . . . but *printing qualities were improved and costs lowered.*

This superior product . . . sold at uncoated prices . . . continues to be fine coated paper and needs no other name.

Photo from an advertisement of
DAWN BRAND WOOLS
prepared for American Thread Co.,
by John A. Cairns & Co., Inc.

Consolidated Coated Papers

PRODUCTION GLOSS
MODERN GLOSS

Outstanding in a recent issue of Chain Store Age was an advertisement of American Thread Company which featured the above photograph.

With their highlights and shadows and myriad of tone gradations, yarns and woolens are difficult to reproduce in print. The clean, smooth enameled surfaces of Consolidated Coated Papers are ideally adapted for such printing . . . reproducing such products with the striking reality which sells merchandise.

Chain Store Age is one of many important publications regularly printed on Consolidated Coated Paper.

Manufactured in weights down to 45 pounds, Consolidated Coated Papers meet almost any printing need.

CONSOLIDATED WATER POWER & PAPER COMPANY

MAIN OFFICES
WISCONSIN RAPIDS, WISCONSIN

Five Modern Mills

SALES OFFICES
135 SO. LA SALLE ST., CHICAGO 3

"Get Your feet wet" in SAN DIEGO

Best Test City in the West

Gain your "western" experience in this typical western city. San Diego is an ideal proving ground for your sales and merchandising policies. It won't cost you a fortune, either, because just one newspaper *"buy"* covers the market, daily or Sunday.

Check the following advantages of testing in San Diego.

- Typical "*western*" population makeup. Fast growing . . . alive . . . alert.
- Almost complete isolation. 125 miles southeast of Los Angeles. "Outside" media not effective in San Diego.
- *The Union and Tribune-Sun* has the facilities . . . and the willingness to help you . . . plus **ample newsprint.**
- Western diversification! Industry, Business, Agriculture, Gov't and tourist incomes about equal.
- Market index 129 to national, compared to California 124, Washington 120, Oregon 117.
- Contact Representatives for complete data relative to ***your*** product.

"All the News with Partiality to None"
San Diego
UNION and TRIBUNE-SUN
Union Tribune Publishing Co., San Diego 12, California

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., Inc.
New York • Chicago • Denver • Seattle • Portland • San Francisco • Los Angeles

A Typical Test Market
BUFFALO, N.Y.
98.6% read the NEWS

☑ A typical city of buyers.
☑ Industry is diversified.
☑ Employment steady.
☑ Earnings are stable.
☑ Buffalo is headquarters for wholesale buying.

AND BESIDES—you can reach nearly everyone in one great evening newspaper—at one economical advertising cost.

Over 1,000,000 people in the big Buffalo area represent one of the richest U. S. markets for consumer goods.

BUFFALO EVENING NEWS

EDWARD H. BUTLER
Editor and Publisher

KELLY-SMITH CO.
National Representatives

Western New York's Great Newspaper

World Republic Starts Newspaper Campaign

World Republic, Chicago, which began 18 months ago as a Northwestern University campus movement for federal world government, has launched a $40,000 newspaper campaign. The first insertions of 1,000 lines appeared in 10 midwestern papers Nov. 9. Later, full page and 1,000-line copy in selected major markets will seek public participation in a series of four Congresses for World Security activated by World Republic in cooperation with religious, cultural and business organizations.

Makelin Associates, Chicago, is handling the campaign.

Issues '47 Supplement to Beverage Data

The 1947 supplement to the 1946 edition of "Beverage Distilling Industry Facts and Figures" has been issued by the Licensed Beverage Industries, New York.

The supplement furnishes revised and many final figures for the calendar year 1945 as well as preliminary and some final data for 1946. It also contains a brief resume of developments during the year 1946.

LEMON HART RUM
RED TOWER

BRITISH POSTER ART—First comprehensive collection of British poster art to reach this country since the end of the war was brought here by George D. Bryson, managing director of Young & Rubicam, London. He is shown (right) explaining the features of the posters, displayed in the New York Young & Rubicam office, to John E. Clark, manager of the agency's outdoor and transportation media.

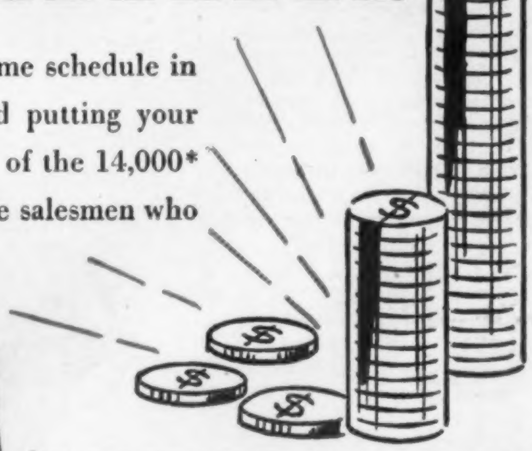
If you want to sell shoes, start from the ground up

The best line in the world can't get to the top and stay at the top without . . .

The support of solid distribution through leading stores the country over . . . and sincere recommendation by clerks at the point of sale.

Less than $5,000 a year (cost of a 24-time schedule in the Recorder) can go a long way toward putting your line on the shelves and in the sales talks of the 14,000* dealers and their thousands of retail shoe salesmen who regularly read the Recorder . . .

**Net paid circulation 19,234, July 31, 1947.*



Put first things first . . . with a consistent schedule in the First shoe paper . . .

National Voice of the Trade
100 EAST 42d ST., NEW YORK 17, N. Y.

BOOT & SHOE
Recorder
A Chilton Publication

'Detroit News' Reports on Buying Habits and Plans

DETROIT—One out of four autos here is a Ford. Twice as many people plan to buy Fords as Chevrolets in Greater Detroit.

That is reported in the *Detroit News'* "Third Quinquennial Survey of Detroit." The plastic-bound, 48-page report just issued is based on interviews here last year with 13,000 people. Similar reports were issued in 1936 and 1941.

The new study shows there are 649,000 families in the area, a gain of 17% over 1940. There are figures on the per cent of home owners in each income group, amount spent for food weekly, etc. A little over half buy most groceries in neighborhood stores. Other figures show where families here buy various clothing, appliance and other items.

Most Want G-E Refrigerators

Three of five families own autos, 78.5% have mechanical refrigerators, 99.8% have cooking ranges and 97.3% have radios. Nearly half plan to buy autos, 22.3% refrigerators, 13.9% ranges and 28.2% radios. Fords are owned by 25.4% of families having autos; Chevrolets by 17.1%, Plymouth by 12.2%, Dodge 8.1%, Buick 7.5%, Pontiac 7.3%, Oldsmobile 4.5%, Hudson 3.1%. One in five wants to buy a Ford, 10.7% a Chevrolet, 7% Plymouth, 5.7% Pontiac, 4.7% Buick, 4.7% Dodge, 3.9% Chrysler.

Nearly one of five refrigerators here is Frigidaire, with Kelvinator and General Electric second and third, respectively. But more (17.1%) want G-E refrigerators than want Frigidaires (12%) or Kelvinators (10.8%). G-E ranges are most in demand also.

Philco radios are far out in front in present ownership here (with 23.1%, against second-place Zenith's 11% and RCA's 9.7%), but no figures are given on intended brand purchases.

Photo Studios Merge

J. C. Redlich Studios has merged with Allen, Gordon, Schroeppel, Inc. The new firm, with offices at 159 N. Wabash Ave., Chicago, will be known as Allen, Gordon, Schroeppel & Redlich, Inc.

Adds J. H. Vaamonde

Joseph H. Vaamonde, formerly with the University of Virginia's news bureau, Charlottesville, has joined National Export Advertising Service, New York, as publicity director.

WIRL Appoints Jones

Robert B. Jones Jr., who formerly headed the station relations department of ABC's central division, has been appointed general manager of the network's affiliate, Station WIRL, Peoria, Ill.

Calvert

has switched to the pulps because

pulp fiction magazines offer a high quality mass market at low cost. Why not switch your advertising to The Popular Fiction Group and blanket 12,750,000 new prospects?

THE Popular Fiction Group

NEW YORK: 205 East 42nd St.
CHICAGO: 333 North Michigan Ave.

Coming Conventions

Nov. 18. Eastern Council, Four A's, Waldorf-Astoria Hotel, New York.

Nov. 21. Central Council, Four A's, Drake Hotel, Chicago.

Dec. 5-12. National Association of Display Industries, market week, Hotel New Yorker, New York.

Dec. 29-30. American Marketing Association, winter marketing conference, Hotel Sheraton, Chicago.

April 5-7. National Newspaper Promotion Association, annual convention, Hotel Carter, Cleveland.

April 20-22. American Newspaper Publishers Association, annual convention, New York.

June 13-16. Advertising Federation of America, annual convention, Hotel Netherland Plaza, Cincinnati.

June 13-16. National Industrial Advertisers Association, annual convention, Lord Baltimore Hotel, Baltimore.

Owen Adds Accounts

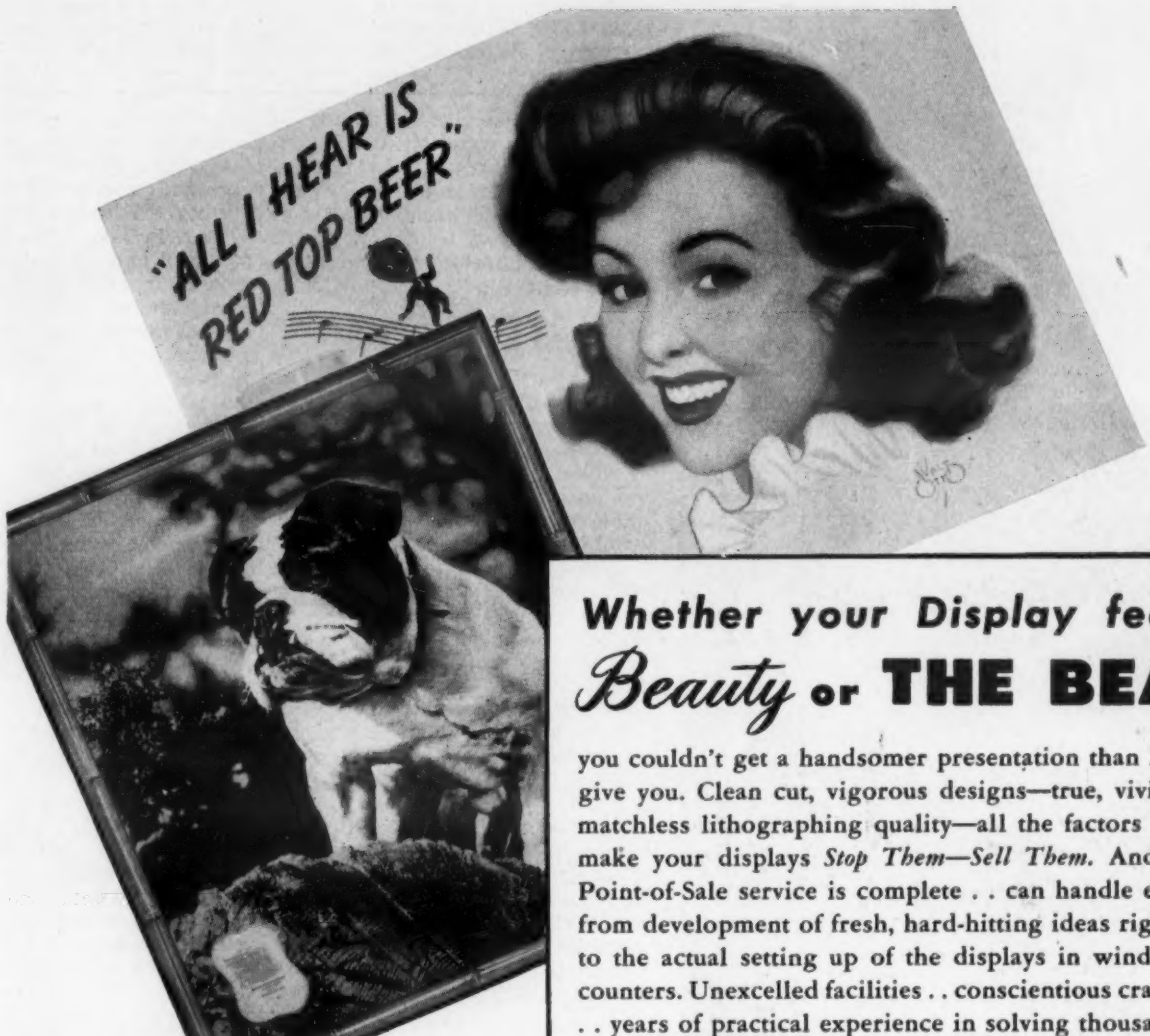
D'Arche Automatic Tooth Paste Ejector Company, Iona Mfg. Company, manufacturer of electric appliances, and Carlton Oil Company, all of Hartford, Conn., have appointed Edward Owen & Co., Hartford, to handle their accounts.

THE BEST WAY TO REACH
16,000,000 BOWLERS
Tell Your Story in Bowling

Over 37,000 circulation, including 25,000 league and 2515 city association officials. The only magazine with 100% coverage of 5336 certified Bowling establishments. Bowling market, wide open after four war years, produces $291,000,000 annually — three times as much as pro baseball. Write for our latest rate card today.

Bowling
THE BOWLER'S MAGAZINE

Official Publication of
AMERICAN BOWLING CONGRESS
2200 NORTH THIRD STREET
MILWAUKEE 12, WISCONSIN


"ALL I HEAR IS RED TOP BEER"

Whether your Display features
Beauty or THE BEAST

you couldn't get a handsomer presentation than Inland will give you. Clean cut, vigorous designs—true, vivid colors—matchless lithographing quality—all the factors which will make your displays *Stop Them—Sell Them.* And INLAND Point-of-Sale service is complete . . can handle every detail from development of fresh, hard-hitting ideas right through to the actual setting up of the displays in windows or on counters. Unexcelled facilities . . conscientious craftsmanship . . years of practical experience in solving thousands of display problems, large and small . . those are the factors which have made INLAND outstanding in Point-of-Sale production.

Call us in on *your* job . . you'll like the way we work!

DISPLAYS from IDEA to INSTALLATION

Inland Lithograph Co.
328
SO. JEFFERSON ST.
CHICAGO 6, ILLINOIS

★ Send for the beautiful full-color print (frameable) we're saving for you!

Brand Promotions Give Kroger Record Sales

READY FOR ACTION—Top merchandising men in the Kroger organization look over reports of the latest brand names effort. Left to right: A. W. Compton, produce merchandiser; Joseph Bappert, vice-president in charge of operations; Stephen A. Douglas, director of sales promotion; Joseph B. Hall, president; W. E. Fitzgibbon, meat merchandiser; Jacob E. Davis, vice-president in charge of public relations and legal activities; and F. L. Reock, grocery merchandiser.

(*Continued from Page 1*)

advertisers who happened to be *Life* advertisers.

And in October Kroger integrated into its annual anniversary sale—its 65th—a two-week whirlwind "Stars of the Food World" promotion, in which 61 national food brands were given a $500,000 promotional push, completely developed, organized, integrated and paid for by Kroger.

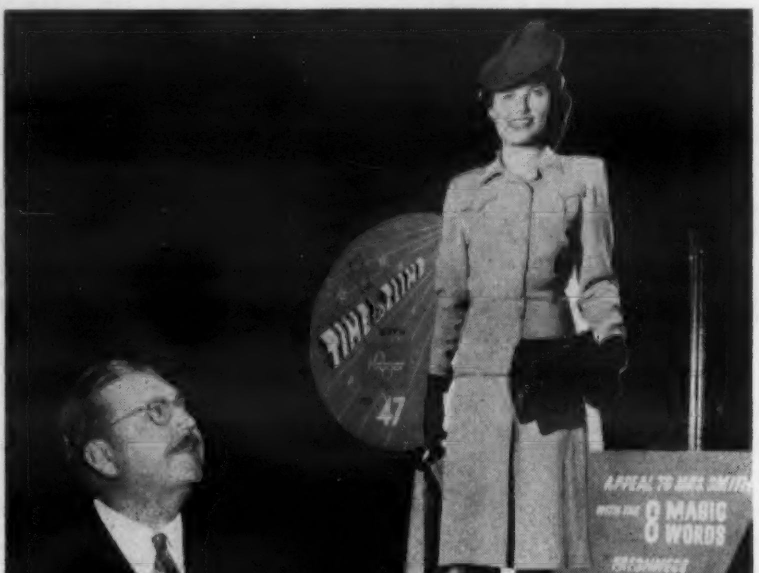
So last week Joe Hall was able to talk results:

"I am happy to report that during the two-week period of the 'Advertised in *Life*' promotion, Kroger stores enjoyed the largest sales in their history—up to that time. . .

"During the first week (Oct. 6) of the 'Stars of the Food World' promotion, our sales totaled $15,418,000, to make this week a record-breaker for the company's 65 years of business life. Sales in the second week were $15,171,000. . . During the first week, Kroger's meat volume was 106% higher than the corresponding week of 1946. . .

How Commodities Fared

"For the first 40 weeks of 1947, total Kroger sales were $561,627,000 against $408,007,000 for the corresponding 1946 period, an increase of $153,620,000.



THE BOSS—Steve Douglas looks admiringly, and somewhat worshipfully, at a full-size likeness of Mrs. Smith, high priestess of the new Kroger merchandising "religion," whose lighted "altars" are prominently spotted in the Kroger offices.

"For the first 36 weeks this year, as compared with the same period last year:

". . . all national brands of corn increased 43%.

". . . all national brands of catsup increased 65%.

". . . all national brands of fruit cocktail increased 83%.

". . . all national brands of peaches increased 97.2%.

". . . all national brands of peas increased 129%."

There were other figures representing increases in physical volume moved, rather than dollars: a brand of flour up from 151,000 hundredweights to 221,000, an increase of 46%; a cake flour brand selling almost 25,000 cases, up 103%; another cake flour, up 210%, from 11,288 to 35,083 cases; a macaroni dinner up 96%, from 27,084 to 53,124 cases.

"In view of these and many other statistics of sales increases," Mr. Hall told the grocery manufacturers, "there is no question but that the 'people's choice' merchandising policy has been an unqualified success. Remember too that we will go into 1948 with millions of customers accustomed to associating the Kroger stores with national brands.

"As the result of concentrating on the best known brands, we are better able to control our inventory, to tell exactly where sales are coming from, to put on additional sales efforts wherever they may be needed. And not the least of our benefits will be the closer relations between the Kroger Company and the Grocery Manufacturers of America."

Reverses Trend

Definitely, Kroger has reversed the thinking—and, what is more important, the actual doing—in the chain grocery field. No big chain has ever actually said that it was carrying national brands only because it had to, but its actions have in many cases spoken more clearly than words; and not too long ago one chain clearly stated that it was interested in intrinsic product values, not names.

Kroger's reversal of the customary trend, although it has reached its full flower only now, is not actually a sudden conversion. It has been in the mill for a long time, and is actually one of the outgrowths of a new "religion" which has been embraced with ardent fervor by top Kroger operating executives.

Principal votary of this new "religion" is Stephen A. Douglas, a chubby, genial man with a well developed evangelical touch. Goddess of the "religion" is "Mrs. Smith," a nice-looking but not glamorous female in her early thirties who is the personification of all Kroger customers, and whose full-size portrait appears in the executive portion of the modest loft-type building at Seventh and Walnut Streets in Cincinnati, which houses Kroger's general offices, as well as in each of the branch offices.

As befits a goddess, Mrs. Smith's portrait is complete with ever-burning votive light, although, as may be gathered from the accompanying photograph, a bit of commercialism intrudes from the "Time to Climb" and "Appeal to Mrs. Smith with the 8 Magic Words" exhortations which are an integral part of her likeness.

An Ardent Devotee

Steve Douglas came to Kroger from Swift & Co., where he was a meat sales manager, and was made director of sales promotion in 1936. To Steve "Mrs. Smith" is not only a reality, not only a religion, but a way of life. "She came with us," he tells you solemnly, "in 1943. She is everything we stand for, everything we're working toward. She is our postwar plan. We never speak of 'customers' any more. We speak of 'Mrs. Smith.' The keynote of our business is to know what Mrs. Smith wants, to know her desires, and to give her what she wants better than anyone else does it."

When Steve is around—and he makes it his business to get around—there is a great deal of genuflecting in the direction of Mrs. Smith. His conversation is full of references to her in deferential, almost awed tones; his personal brief case carries her name rather than his own; and his calling cards read:

MRS. TOM SMITH
Krogerland
STEVE DOUGLAS
Special Representative of
MRS. SMITH

This, of course, is all very childish and very corny. But Steve Douglas believes that there is a kind of evangelism in the operation which appeals to people and makes good common sense at the same time. And it is obvious how national brand promotions tie in directly with the Kroger concept of Mrs. Smith and the company's mission to know what she wants and give it to her better than anyone else.

A Merchandising Democracy

Mr. Hall and the rest of the Kroger hierarchy leave the religious observances of the Smith cult pretty much in Steve Douglas' hands, but Mr. Hall states the case with equal succinctness.

"We operate a merchandising democracy," he says. "Our public, the customer, votes every day. Every brand is a candidate. And it is e-lected by being se-lected. The winning brand is the brand with the most customer choices. We do not stuff any ballot boxes. Our cash registers are guaranteed to give an honest count." And again:

"Always give the customer a selection; never give her an argument."

So Kroger will give Mrs. Smith what she wants, won't play favorites with brands, and won't attempt to influence the customer's personal choice. It will place greater and greater emphasis on selling, in line with the belief of Mr. Hall and other top executives that chains (which originally became chains because of smart merchandising) have been paying a disproportionate amount of attention to being smart buyers and too little to being smart sellers. Advantages of buying have been largely washed out by legislation, Kroger believes, and the ability to switch brands has been almost entirely deleted by the growth of self-service operations. What remains, then, is a true "merchandising democracy," in which the customer makes her choice on the basis of her own conclusions.

Traffic and Turnover

Kroger is convinced, too, that only two things are of real and lasting importance in retail grocery selling: traffic and turnover. Profit margins are higher, generally speaking, on private or house brands, but turnover is likely to be lower, since the sale of these products requires the overcoming of the desire for competitive products which has been built up by advertising and promotion.

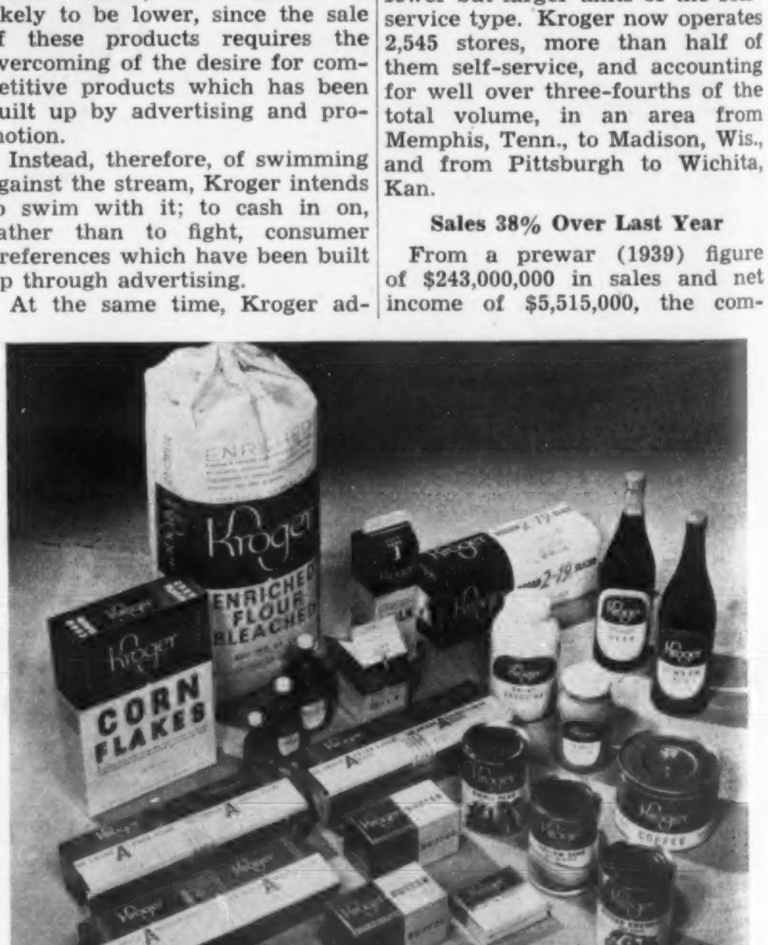
Instead, therefore, of swimming against the stream, Kroger intends to swim with it; to cash in on, rather than to fight, consumer preferences which have been built up through advertising.

At the same time, Kroger admits frankly that it has no intention of dropping its own brands. Within the past year or so it has looked over its conglomerate line, and has ruthlessly eliminated the weak sellers. The remainder, which Kroger knows are wanted products, are being pushed as vigorously as ever under one overall Kroger brand name, in a series of family-related packages developed for the company by Raymond Loewy, who also designed a Kroger name plate which will ultimately appear on all store fronts, on packages, stationery, trucks, etc.

The present Kroger organization had its roots in a single riverfront grocery store in Cincinnati founded by the late Bernard H. Kroger in 1882. By 1903, Mr. Kroger had 58 stores in Cincinnati and nearby Ohio and Kentucky towns. Through expansion on its own and the absorption of other chain organizations, Kroger reached a maximum of 5,588 stores in 1929, and then began to shrink, storewise, as the depression brought on consolidation into fewer but larger units of the self-service type. Kroger now operates 2,545 stores, more than half of them self-service, and accounting for well over three-fourths of the total volume, in an area from Memphis, Tenn., to Madison, Wis., and from Pittsburgh to Wichita, Kan.

Sales 38% Over Last Year

From a prewar (1939) figure of $243,000,000 in sales and net income of $5,515,000, the com-



E PLURIBUS UNUM—A group of the new family of packages for Kroger's own products. Designed by Raymond Loewy, the new products feature the graceful new Kroger logotype, and take the place of a wide variety of packages and trade names formerly used.

pany's sales moved upward, in common with those of other businesses, to $567,488,000 last year. After provision for employe retirement benefits of $2,000,000, but before an inventory reserve of $1,500,000, earnings were $10,866,000.

Its operating year is divided into 13 four-week periods, and for the first 10 periods this year, sales totaled $561,627,573, an increase of 38% over the comparable 1946 period. These figures cover the period to Oct. 4 of this year, just before the current 65th anniversary sale, in which national brands are featured, got under way.

Kroger operations are directed from general headquarters in Cincinnati, from which they funnel down through northern, western, southern and central division managers to 26 branch managers whose responsibilities cover from 35 to several hundred stores. Over-all operating policies are set at the general management level, but, as in other similar operations, day-to-day operations are largely the responsibility of branch managers.

Kroger also operates a fruit and vegetable buying subsidiary, Wesco Foods Company, and a number of manufacturing enterprises, the largest of which is also in Cincinnati. The company has five dairies, 15 bread and cake bakeries and two coffee roasting plants, and in addition produces mayonnaise, salad dressing, ice cream, gelatine desserts and pork and beans in sizable quantities.

Men Who Make Kroger

Joseph B. Hall was made president of Kroger in March, 1946, succeeding Charles M. Robertson, who is board chairman. Mr. Hall started in business as a bookkeeper with a Chicago meat packer, subsequently entered the mortgage banking business, and joined Kroger in 1931 as manager of the real estate department. After serving as St. Louis branch manager and eastern division manager, he was made vice-president in charge of manufacturing in 1943, subsequently serving as treasurer and executive vice-president. A big, enthusiastic, down-to-earth man, 48-year-old President Hall gives the impression of being easy going and easy to get along with.

The company has only four vice-presidents: Joseph Bappert, a Kroger old-timer who started as an extra clerk in a St. Louis store more years ago than he likes to remember, and who is actually direct operations head of the company; George M. Bunker, who has been with Kroger some six years, and who directs manufacturing activities; Jacob E. Davis, former congressman and assistant to the Secretary of the Navy, who is in charge of the legal and public relations aspects of the business; and John M. Lockhart, former airlines executive who is responsible for the financial phases of Kroger's business.

Reporting to Mr. Bappert are Frank Reock, in charge of grocery merchandising; Walter Fitzgibbon, in charge of meat merchandising; A. W. Compton, in charge of produce sales; and Steve Douglas, who directs sales promotion and advertising. In line with the added stress which Kroger is placing on selling efficiency, the first two are now specifically designated as "merchandisers," and are directly responsible for both buying and selling.

Wants to Make Sales

The division managers also funnel through Mr. Bappert. Branch managers have their own "merchandisers," specifically split up into grocery, meat and produce. It takes more than 23,000 full-time personnel, and nearly a third as many part-time people, to operate the business.

Joe Bappert, a quiet, smallish gray-haired man who gives the impression that he can pound a desk with the best of them when he feels like it, takes a strictly horse-sense view of the selling problem. "We don't care what label we sell as long as we make a sale," he told ADVERTISING AGE. "Just give the public what it wants, and be honest in your advertising.

"You know," he said, "what merchandising really is is breaking a habit. People do or don't do something from habit; if you're a good merchandiser, you make them break or change some of their habits.

"One of the things I like especially about these big promotions of ours, such as the 'Advertised in *Life*' and 'Stars of the Food World' campaigns is that they work two ways—they excite the customers, and they also excite the employes. After all, the grocery business is a sort of humdrum business and these promotions provide some glamor. They get our personnel steamed up a little, and they also demonstrate that, no matter how good a job a store manager may be doing, a little extra push will net him some more business."

Sees Two Markets

Mr. Bappert, who admits that he's "a little screwy on selling," says there are two rather distinct markets in the grocery field: the brand conscious market, which knows what it wants and is willing to pay for it, and the "value" market, in which price is a major consideration. Small packages are foolish if one is attempting to sell the "value" market, he says, because it's the big buyers, representing families with relatively small incomes, who do the "value" buying.

Mr. Bappert believes in letting his organization function, without any unnecessary master-minding from above. "If you've got a merchandiser pouring over the records all the time," he says, "he hasn't got much time to sell, and that's what I'm interested in—plenty of allure and sales appeal and plain hard-hitting selling."

Steve Douglas' sales promotional operation embraces some 75 people, split up into sales planning, special promotions, merchandising research and ad-

Building
Supply
News 1st
Business
Swells
Naturally
5
—when you use the same avenue of communication your customers do

B
John Wanamaker
*selling fast

*Bloomingdale's advertised these suits ($69.95-79.95) exclusively in The Sun. Suits sold fast. Department traffic was heavy all day. The response to this promotion was as good or better than any noted this season on suits above $60.00.

Quite Perfect, Our New Rothmoor* in Wondrous Wools

All here, the Rothmoor superiorities: well bred tailoring, fine craftsmanship and quality wools. Black, brown, wine or green, sizes 10 to 18. In wool gabardine, 69.95 In [illegible] broadcloth, 79.95 Suits,

*best response

*John Wanamaker advertised these suits and coats ($35.00 and $40.00) exclusively in The Sun. Best men's wear response observed this Fall. Advertised suits and coats receiving most of the customers' attention. Many sales observed on each visit.

MEN'S FALL SUITS
TAILORED BY CLIPPER CRAFT
$35 and $40

Ad Action in The Sun NEW YORK

Represented in Chicago, Detroit, San Francisco and Los Angeles by Williams, Lawrence & Cresmer Company; in Boston, Tilton S. Bell.

*Reported by The Retail News Bureau

If you seek sales success in the world's richest trading area, observe and benefit by the advertising space buying preferences of merchants who know the local market best. They have found through years of experience that regular use of The Sun's advertising columns brings consistently profitable response.

For twenty-four consecutive years, Manhattan Department Stores have placed more advertising in The Sun than any other evening, morning or Sunday newspaper. There can be only one reason for such an overwhelming vote of confidence . . . RESULTS.

vertising. Sales planning does the over-all planning and coordinating job on the sales side, working out the material for use in the organization, briefing the internal organization and getting the company ready to take full advantage of advertising and other external promotional activities. The special promotions unit is the troubleshooter element, operating all over the lot, moving into towns where things are not going well, handling premiums, mail-in deals and a variety of other things; merchandising research does a coordinating and market testing job on all phases of merchandising.

'Not Enough' Advertising

Kroger sets its advertising budget on a combination of past and anticipated sales, and is currently devoting something under 1% of total sales to advertising—a figure which Mr. Douglas guesses is somewhat larger than the expenditures of other grocery chains, "but not enough." He admits that manufacturers were somewhat skeptical of Kroger motives even after the *Life* promotion, thinking that the whole promotion may have been cooked up merely to put the heat on them, but he thinks that maybe now the skepticism is evaporating.

"We're not chiseling manufacturers," he says. "What we want is good products at the right price—in other words, values. Then we'll take over. We'll promote them and we'll sell them.

"The recent national brand campaign is just the second step in our merchandising plan. This isn't just a two-week affair. We'll follow through on national brands throughout the year in both point-of-sale promotion and advertising. And we don't care how much we're imitated. In fact, we get a kick out of the fact that one supermarket chain jerked its regular advertising to tell almost the same story as we did during the brand names promotion, while two of the country's biggest chains have suddenly run ads which look suspiciously as though they were promoting national brands.

Changing the Emphasis

"We think as long as we were first we'll get the greatest benefit from our activities. But don't forget—our over-all plan is not brand names, but the Mrs. Smith plan—to give her what she wants, at the best prices and in the easiest, most pleasant and most convenient way possible."

And President Hall says:

"To me the most interesting thing we are doing is changing the historic emphasis of the chains from buying to selling. That puts us right in the same boat with our suppliers, because we're interested in the same objectives. We want traffic and we want turnover. We intend to give nationally advertised brands a fair break in the Kroger stores. And by a fair break I mean that national brands carried by Kroger are prominently displayed, actively promoted, and adequately stocked. We ask no special favors from manufacturers, but we do appreciate the cooperation they have given us in helping to promote our joint interests."

Understandably, no one at Kroger wants to commit himself on exactly what form cooperation with national brands will take in the future, and particularly to the point of announcing an annual or semi-annual event. But it seems certain that other promotions built around national brands will continue to feature Kroger operations—and it is by no means impossible that the steps Kroger has taken may signal a revolutionary change in the relations between manufacturers of branded merchandise and the entire chain store field.

MEATS
SEA FOODS
SERVE YOURSELF

SELF-SERVICE MEAT—Kroger has one fully self-service meat department in a store in Cincinnati, from which customers help themselves to precut and prepackaged meat without the assistance of any store personnel. Although the experiment is too new to provide definite results, Kroger feels it will be successful, and may extend the practice to other stores.

Sets Linage Record

The *Press-Telegram,* Long Beach, Cal., reached its highest advertising volume in October, with a total of 1,407,770 lines.

Ohio Coal Names Agency

Bayless-Kerr Company, Cleveland, has been appointed to handle an advertising and publicity program for the newly-organized research and engineering department of the Ohio Coal Association. Business papers and direct mail will be used, along with a 20-page brochure, now in preparation, which will contain technical information on selection of industrial coal burning equipment which will provide the greatest fuel economy.

Barlow Joins WSAI

William L. Barlow has resigned as public relations director of the Frequency Modulation Association, Washington, to join Station WSAI, Cincinnati, in the same capacity.

Plumley Promoted

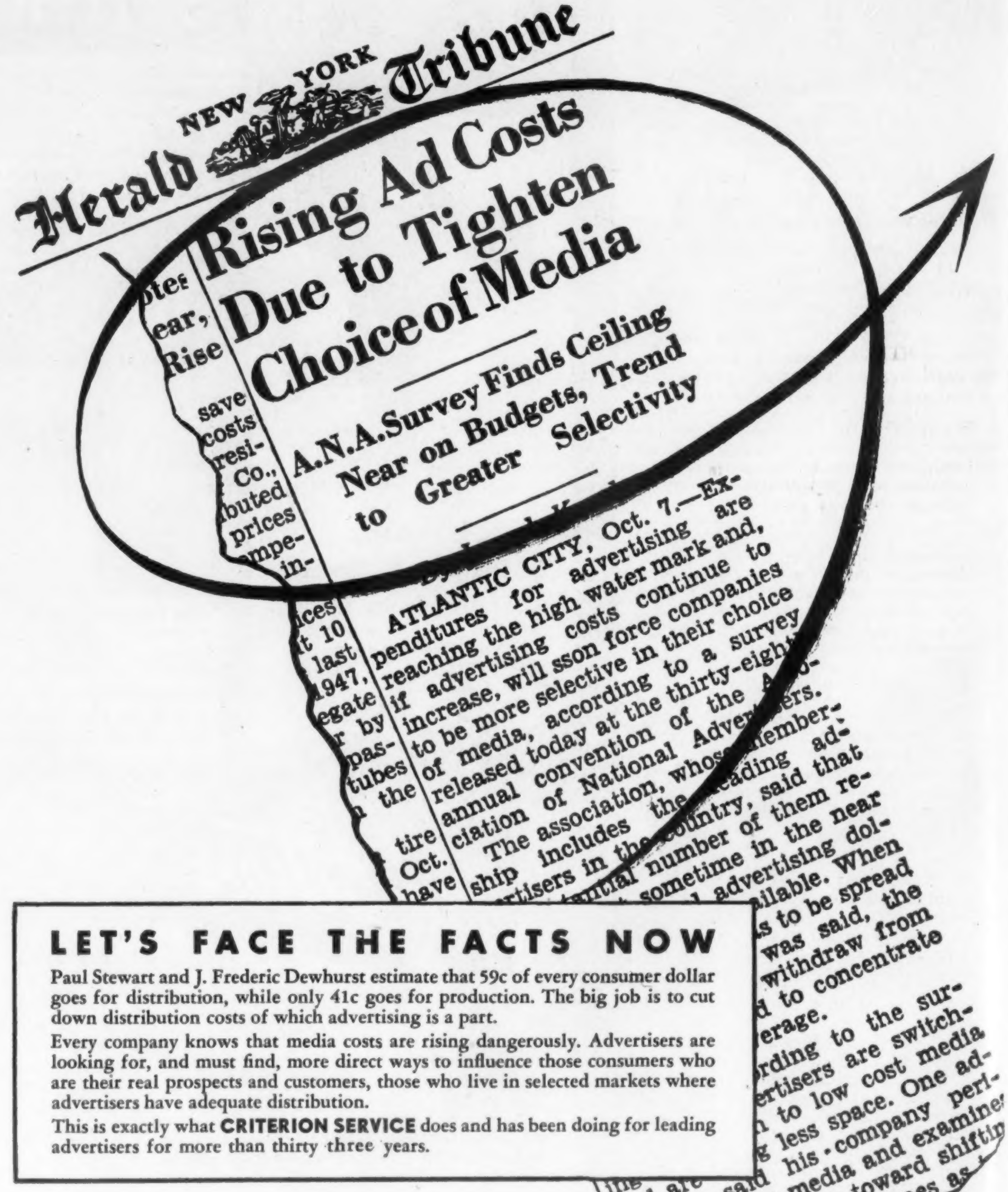
Jesse Plumley, who has been with Geare-Marston, Philadelphia, since 1930, except for Army service in the ETO, has been appointed manager of the mechanical production department.

The PRIZE RING of the NATION

Where top flight sales and advertising executives come to select "Championship" sales stimulators.

1. Prizes For Sales Contests
2. Self Liquidating Premiums
3. Business Gifts
4. Advertising Specialties

ROSS COLES & CO.
173 W. MADISON ST., CHICAGO 2


NEW YORK Herald Tribune

Rising Ad Costs Due to Tighten Choice of Media

A.N.A. Survey Finds Ceiling Near on Budgets, Trend to Greater Selectivity

ATLANTIC CITY, Oct. 7.—Expenditures for advertising are reaching the high water mark and, if advertising costs continue to increase, will sson force companies to be more selective in their choice of media, according to a survey released today at the thirty-eigh annual convention of the A ciation of National Adver The association, whose member ship includes the leading advertisers in the country, said that ntial number of them re sometime in the near advertising dol ailable. When s to be spread was said, the withdraw from d to concentrate erage.

rding to the sur ertisers are switch n to low cost media g less space. One advertiser said his company periodically tests media and examines costs with a view toward shiftin to the most efficien ones as cated by the

LET'S FACE THE FACTS NOW

Paul Stewart and J. Frederic Dewhurst estimate that 59c of every consumer dollar goes for distribution, while only 41c goes for production. The big job is to cut down distribution costs of which advertising is a part.

Every company knows that media costs are rising dangerously. Advertisers are looking for, and must find, more direct ways to influence those consumers who are their real prospects and customers, those who live in selected markets where advertisers have adequate distribution.

This is exactly what **CRITERION SERVICE** does and has been doing for leading advertisers for more than thirty three years.

Weed Tire Chains Promoted in New Magazine Series

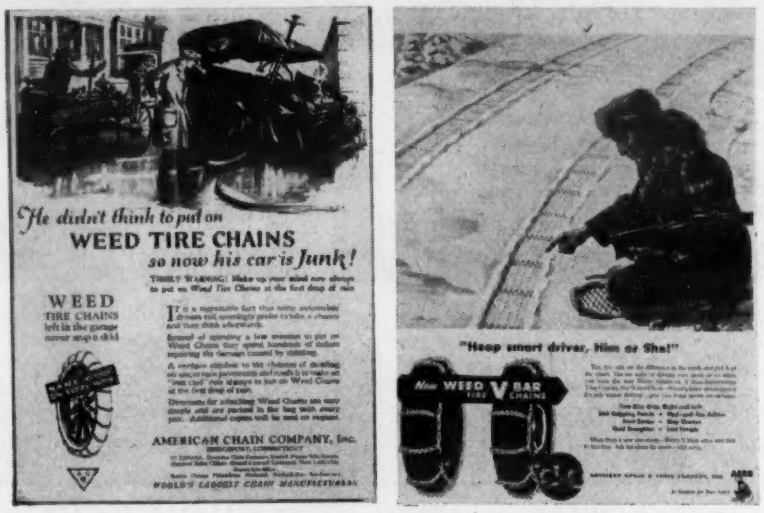
BRIDGEPORT, CONN. — American Chain & Cable Company is abandoning "scare" copy this winter in advertising the merits of its new Weed V Bar tire chains for safe winter driving.

The manufacturer, a consistent advertiser for 42 years, has long played up the "fear" or "this accident could have been prevented" theme in copy and layout. The new 1947-48 series will feature seven major advantages of Weed chains and omit the gruesome consequences of failing to use trustworthy chains.

The initial ad, a two-color page in *The Saturday Evening Post* for Nov. 15, depicted an Indian trapper pointing out the tracks made by Weed chains, over the headline "Heap smart driver, Him or She!" Subsequent ads also will feature the Indian and the "chevron" imprint made by V Bar chains in the snow.

In addition to the *Post*, American Chain & Cable will use *American Magazine*, *Collier's*, *Cosmopolitan* and *Pathfinder*, an extensive list of newspapers and farm magazines, and business papers. A typical trade publication ad, aimed at garages and service stations, ties in the headline, "Heap smart fella service 'em, too," with a reproduction of the consumer ad.

Reincke, Meyer & Finn, Chicago, is the agency.


He didn't think to put on
WEED TIRE CHAINS
so now his car is Junk!
WEED
TIRE CHAINS
AMERICAN CHAIN COMPANY, Inc.
WORLD'S LARGEST CHAIN MANUFACTURERS
"Heap smart driver, Him or She!"
New WEED TIRE V BAR CHAINS

CHANGE-OVER—American Chain & Cable Co. has shifted from a familiar "fear" theme (the ad at the left ran in 1915 and the same approach has been used for many years) to the selling copy shown at the right for its 1947-48 Weed chain campaign.

Plugs Dust Collector

Pulverizing Machinery Company, Summit, N. J., manufacturer of Mikro-Pulverizers and Mikro-Atomizers, has launched a campaign in business papers and trade publications for its new dust collector, the Mikro-Collector. Mercready & Co., Newark, is the agency.

Offers Credit Terms

F. L. Jacobs Company, Detroit, has launched a special newspaper cooperative advertising campaign, featuring the availability of the Launderall automatic home laundry on easy credit terms for the first time.

Industry Says Soap Supply Still Less Than Prewar

NEW YORK—People in the United States are still getting less soap than before the war, due to the shortage and high price of fats and oils, the Association of American Soap and Glycerine Producers reports.

Total pounds of soaps delivered by manufacturers in the U. S. in the nine months ending Sept. 30, while more than in the corresponding period of 1946, were less than in any similar period back to 1938.

Reports to the association from 70 manufacturers making nine tenths of all soap produced in the U. S. show deliveries in the third quarter ending Sept. 30 amounting to 679,360,000 pounds of soaps other than liquid, plus 701,000 gallons of liquid soaps. These amounts were slightly greater than in the second quarter of this year, and about equal to the first quarter.

The value of all soaps delivered by the reporting manufacturers in the nine months ending Sept. 30 was reported at $450,598,000.

Pillsbury Ads Feature Baking Demonstrations

Pillsbury Mills, Minneapolis, has launched a series of four-color ads in *What's New in Home Economics*, offering the service ofAnn Pillsbury's Home Service Center to teachers and home economists. Each ad will feature a different Pillsbury product and offer a kit including the product illustrated in the ad for classroom demonstrations. Recipe booklets and wall charts illustrating new baking methods will be sent upon request. McCann-Erickson, Minneapolis, is the agency.

WONS Appoints Manby

Robert Manby, formerly publicity director of Station WJW, Cleveland, and more recently advertising director of the Telling-Belle Vernon division of National Dairy Products in Cleveland, has been appointed manager of Station WONS, MBS and Yankee Network outlet, Hartford, Conn.

Homer Griffith Moves

Homer Griffith Company, station representative, has moved to new quarters at 6912 Hollywood Blvd., Hollywood.

Here's what you're looking for—

A LOW-COST ADVERTISING MEDIUM

Criterion Service, Inc., has a patented metal poster display panel which it attaches to business buildings on busy corners, at eye level, in HOME NABORHOOD SHOPPING CENTERS.

The posters (often printed in as many as eight colors), are changed every 30 days.

Criterion's business is based upon three simple, but fundamental ideas:

(1) Families flock together in their homes into HOME NABORHOODS, based upon buying power and nationality.

(2) At the center of each home naborhood is a group or Main Street of retail stores. This we call the NABORHOOD SHOPPING CENTER.

(3) Place the HOME NABORHOOD and the NABORHOOD SHOPPING CENTER together and we have the "HOME NABORHOOD SHOPPING CENTER".

This, HOME NABORHOOD SHOPPING CENTER—is the amoeba or first business and family cell of the nation. Here the family spends the greater part of its time, going to and from work, to and from school, the movies, athletics, and the stores.

There are over 20,000 of these HOME NABORHOOD SHOPPING CENTERS in the cities and towns of the United States and Canada (250 in Chicago, 500 in N. Y., etc.) where Criterion Service operates its poster displays. Criterion builds tailor-made advertising showings of poster displays for each individual advertiser—i.e., placing the displays in the HOME NABORHOOD SHOPPING CENTERS where the advertiser's products are sold, and eliminating those naborhoods where the advertisers products are not sold. This operating policy eliminates waste in advertising. When you eliminate waste, you lower the cost of the advertising.

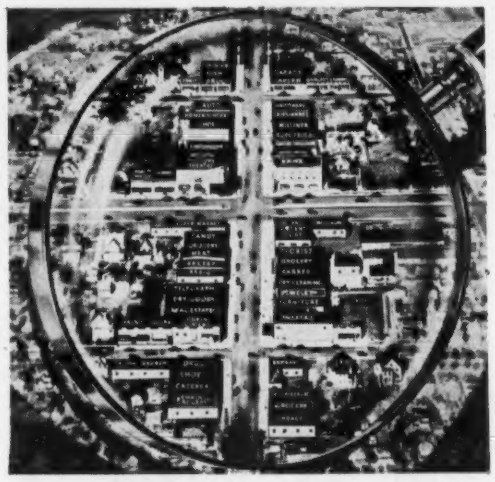
98% of all food products are sold in these HOME NABORHOOD SHOPPING CENTERS and *NOT* downtown. 85% of all drug products are sold in these HOME NABORHOOD SHOPPING CENTERS. 75% of all cigarettes, candy, chewing gum and other products sold at retail are sold in these HOME NABORHOOD SHOPPING CENTERS.

The cost per display is $3.95 per month, or a little over 13c per day—or 5c per 1,000 advertising exposures. Other consumer mediums operate within the homes in the home naborhoods, which are some distance from the retail stores. Criterion operates in the NABORHOOD SHOPPING CENTERS themselves. The consumers not only see these beautiful colored displays just before the ring of the cash registers in the retail stores, but also these displays are seen every day by the retailers and their clerks.

Criterion has been operating over the United States and Canada for 33 years. Its users are among the best advertisers distributing through retail stores.

If you manufacture such products, it will pay you now to ask your advertising agency to contact one of our offices.

THE CONSUMER MEDIUM OF AMERICA'S
HOME NABORHOOD SHOPPING CENTERS



FOOD
riterion service inc.

122 East 42nd Street
NEW YORK 17, N. Y.
Tel. MOhawk 4-7343

216 Tremont Street
BOSTON 16, MASS.
Tel. Hubbard 1057

612 N. Michigan Ave.
CHICAGO 11, ILL.
Tel. Superior 5757

SAN FRANCISCO office 1095 Market Street Tel. Market 8900

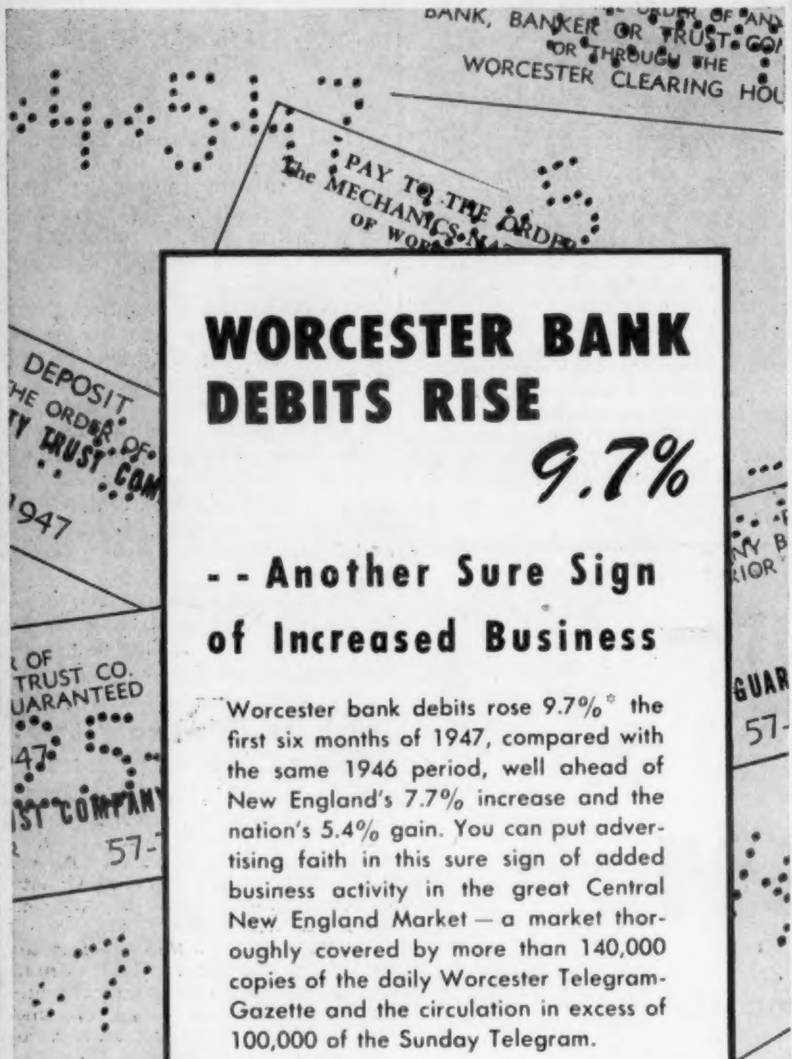
IN
Dallas
IT'S THE
TIMES HERALD
ASK THE
BRANHAM MAN
Why

Names Media Director

Roy T. Lochten, formerly with N. W. Ayer & Son and Geare-Marston, has been appointed media director of Lamb, Smith & Keen, Philadelphia.

'NJ' Boosts Ad Rates

NJ (*National Jeweler*), Chicago, has increased its advertising rates. The new one-time page rate is $150 and the new 12-time page rate is $124.



WORCESTER BANK DEBITS RISE

9.7%

-- Another Sure Sign of Increased Business

Worcester bank debits rose 9.7%* the first six months of 1947, compared with the same 1946 period, well ahead of New England's 7.7% increase and the nation's 5.4% gain. You can put advertising faith in this sure sign of added business activity in the great Central New England Market — a market thoroughly covered by more than 140,000 copies of the daily Worcester Telegram-Gazette and the circulation in excess of 100,000 of the Sunday Telegram.

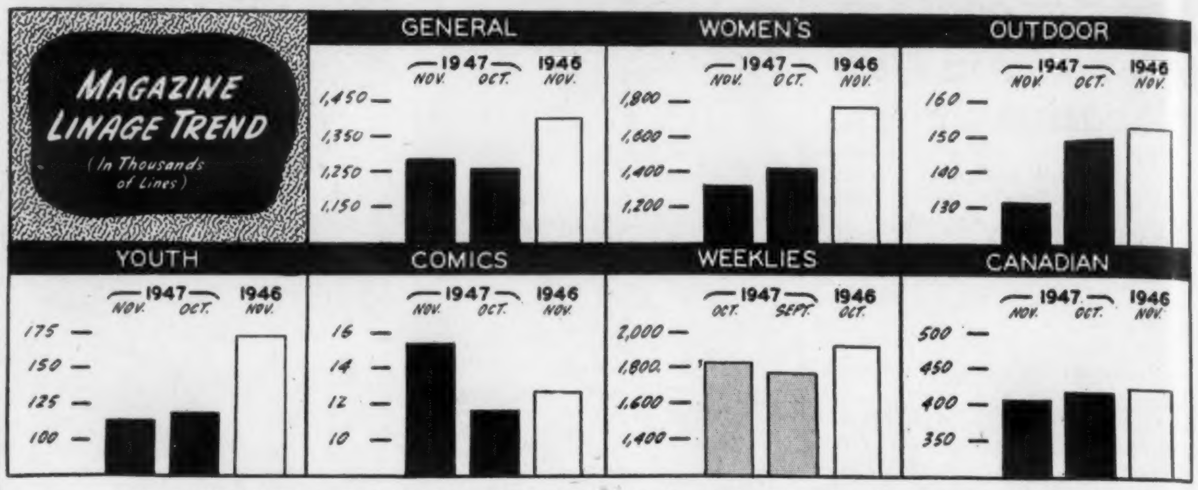
*Federal Reserve Bank

The TELEGRAM-GAZETTE
WORCESTER, MASSACHUSETTS
GEORGE F. BOOTH Publisher
MOLONEY, REGAN & SCHMITT, INC., NATIONAL REPRESENTATIVES
OWNERS of RADIO STATION WTAG

Collins Miller and Hutchings

PHOTO-ENGRAVERS

207 NORTH MICHIGAN AVENUE
CHICAGO 1, ILLINOIS



NOVEMBER ADVERTISING LINAGE IN NATIONAL MAGAZINES

	1947		1946	
	Pages	Lines	Pages	Lines
GENERAL				
Ace Fiction Grp....	7.0	1,507	8.5	1,810
American Magazine	57.5	24,128	87.5	36,717
American Forests..	13.4	5,796	12.6	5,320
American Home...	81.3	51,361	69.7	44,022
American Legion..	16.7	7,014	26.3	11,107
American Mercury.	5.5	1,001	5.3	956
Atlantic Monthly ..	26.8	11,235	33.0	13,860
Better Homes & Gardens	157.8	99,718	102.6	64,872
Christian Herald ..	62.3	26,747	59.0	25,193
Columbia	9.4	6,368	6.3	4,270
Cosmopolitan	84.7	36,306	112.3	48,171
Dell Men's Grp. ...	15.4	6,589	20.9	8,966
†Dun's Review	53.8	22,596	41.8	17,948
Eagle Magazine....	3.1	1,291	3.8	1,582
Ebony	17.3	11,730	7.3	4,930
Elks	9.3	4,056	11.6	5,067
Esquire (Natl.) ...	129.0	86,660	168.8	113,428
Extension	24.1	16,615	20.1	13,832
Fortune	148.7	93,931	184.0	116,288
Grade Teacher, The	78.2	16,569	63.2	13,394
Harper's Magazine.	39.2	9,380	43.3	10,281
Holiday	60.9	41,409	57.6	39,164
House Beautiful ..	203.4	128,531	206.1	130,224
House & Garden ..	166.9	105,461	175.7	111,067
Improvement Era..	24.5	10,481	31.2	13,386
Instructor	45.7	31,232	22.5	15,372
*Macfadden Men's Group	15.5	6,663	19.9	8,537
Mechanix Illustrated	76.4	17,108	83.9	18,790
Motor Boating	76.2	44,798	89.0	52,320
National Geographic	49.0	11,662	48.8	11,603
Nation's Business..	41.3	17,717	50.6	21,694
Nature Magazine...	3.4	1,440	4.2	1,792
Pic	28.3	19,210	29.3	19,975
Popular Mechanics.	196.3	43,974	175.1	39,214
Popular Publications	9.1	2,049	14.8	3,321
Popular Science ...	161.0	36,064	156.4	35,036
Redbook	40.9	17,563	58.7	25,193
Rotarian	14.5	6,343	13.7	5,855
Scientific American	6.4	2,743	8.7	3,724
Sport	20.4	8,741	13.3	5,663
Street & Smith All Fiction Grp.	2.0	372	4.5	837
Sunset	85.0	35,693	75.9	31,890
Thrilling Fiction Group	18.0	4,027	21.3	4,760
Town & Country...	138.5	93,038	252.8	169,862
True	55.4	23,775	66.0	28,335
*Varsity	7.4	4,755	...	.....
Yachting	82.5	48,510	93.3	57,800
Total Group	2,646.5	1,292,539	2,841.3	1,408,891
WOMEN				
Charm	100.6	49,192	205.3	88,088
Glamour	95.5	40,969	239.0	102,531
Good Housekeeping	182.8	78,421	180.2	77,319
Family Circle	34.1	14,611	18.0	7,708
Harper's Bazaar...	202.3	127,875	292.5	184,836
†Holland's	28.9	20,236	19.2	14,529
†Household	47.1	19,956	26.4	17,996
Junior Bazaar	50.6	32,004	161.8	102,278
Ladies' Home Journal	176.6	120,062	151.7	103,136
Mademoiselle	181.3	77,092	221.6	95,095
McCall's	103.2	70,192	101.4	68,934
Modern Romances (MM)	41.7	17,871	54.8	23,507
Modern Screen (MM)	49.9	21,399	67.0	28,746
Motion Picture (F)	41.2	17,689	69.4	29,769
Movieland	30.0	13,045	41.0	17,836
Movie Life	31.0	13,343	41.0	17,695
*Movie Show.......	24.0	10,350	38.5	16,518
Movie Stars Parade	29.9	12,829	41.4	17,751
Movie Story (F)...	41.9	17,956	67.0	28,733
Movies	29.9	12,829	41.5	17,835
Parents' (N. Y. Metro Ed.)......	114.2	49,002	112.8	48,379
Parents' (Nat'l) ...	104.2	44,718	102.9	44,147
Personal Romances	33.0	14,264	36.0	15,476
Photoplay (Mac)...	61.0	26,184	90.3	38,742
Promenade	51.7	22,183	89.5	38,401
Radio Mirror (Mac)	38.9	16,700	54.0	23,152
*Real Romances...	23.0	9,751	28.0	12,005
*Real Story	23.0	9,751	28.0	12,005
*Screen Guide	30.0	13,045	...	.....
*Screenland	22.0	9,485	38.2	16,408
Screen Romances..	37.2	15,949	55.1	23,622
Secrets	23.3	9,983	23.4	10,024
Today's Woman ...	22.2	9,518	17.7	7,602
True Confessions (F)	50.7	21,748	68.0	29,188
True Experiences (Mac)	41.0	17,592	56.7	24,304
True Love & Romance (Mac)	39.3	16,858	56.9	24,423
True Romances (Mac)	43.4	18,631	59.4	25,486
*True Story........	72.4	31,077	77.1	33,072
Vogue (2 issues)..	264.1	166,931	257.6	289,221
Woman's Day	63.4	27,203	51.2	21,966
Woman's Home Companion	89.5	60,822	95.0	64,612
Total Group	2,575.6	1,315,857	3,266.7	1,773,067
OUTDOOR				
American Rifleman.	55.4	23,372	49.8	20,902
Field & Stream....	64.2	27,549	87.7	37,615
Fur-Fish-Game ...	29.7	12,745	28.8	12,356
Hunting & Fishing	25.6	10,985	27.6	11,832
Outdoor Life	53.5	22,966	70.7	30,326
†Outdoors	23.0	9,858	19.7	8,270
Sports Afield	56.6	24,286	75.2	32,270
Total Group	308.0	131,761	359.5	153,571
YOUTH				
American Girl	16.0	6,906	17.9	7,689
Boys' Life	23.6	16,017	21.8	14,821
†Calling All Girls.	25.6	12,253	26.7	11,245
†Child Life	6.3	2,716	13.1	5,500
†Open Road for Boys	13.8	5,911	18.0	7,541
Seventeen	101.9	69,313	185.6	126,214
Total Group	187.2	113,116	283.1	173,010
COMICS MAGAZINES				
†Calling All Boys..	3.7	1,516	7.6	2,907
Famous Funnies ..	7.0	2,709	3.0	1,161
*Fawcett Comics Group	8.5	3,213	...	.....
National Comics Group	16.5	6,237	10.5	3,938
†Polly Pigtails	7.9	3,186	7.6	2,909
†True Comics	5.1	2,053	5.1	1,931
Total Group	40.2	15,701	33.8	12,846
WEEKLIES—OCTOBER				
American Weekly..	78.0	77,984	72.4	72,443
Business Week ...	280.2	117,682	303.7	127,553
Christian Advocate.	25.7	11,788	21.8	9,155
Collier's	237.5	161,511	266.5	181,227
Cue	95.0	40,765	109.8	47,110
Forbes	26.1	11,172	34.8	14,957
Grit	27.1	28,497	26.2	27,477
bLiberty	45.4	19,475	91.1	39,102
Life	380.0	258,624	314.0	267,763
cLook	103.6	70,451	119.4	81,199
Newsweek	233.1	97,860	280.5	117,822
New York Times Magazine	151.5	128,783	158.4	134,662
New Yorker	314.8	135,054	321.9	138,132
†Parade	33.4	28,402	23.1	16,533
‡Pathfinder	35.7	15,215	40.0	17,255
Saturday Evening Post	428.9	291,636	377.2	256,470
Saturday Review of Literature	56.7	24,269	68.1	29,203
Scholastic	50.0	21,016	37.8	15,893
dSporting News ...	34.1	36,515	78.0	83,409
This Week Magazine	69.6	59,155	57.9	49,228
Time	312.0	130,996	317.7	133,443
eUnited States News	136.9	57,494	160.0	67,200
Total Group	3,155.3	1,824,344	3,280.3	1,927,236

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*Not included in totals.
†Page size changed since last year.
aFirst issue June, 1947.
bOne issue 1947; four issues 1946.
cTwo issues 1947; three issues 1946.
d1946 figures include anniversary issue of 61,922 lines.
eFive issues 1947; four issues 1946.
‡Published every other week 1947; weekly 1946.

CANADIAN

	1947		1946	
	Pages	Lines	Pages	Lines
Canadian Home Journal	65.6	44,598	62.2	42,323
Canadian Homes & Gardens	58.2	39,124	50.2	33,759
Chatelaine	63.6	43,234	58.9	40,039
Maclean's (2 issues)	86.3	58,711	85.9	58,399
Mayfair	89.3	60,003	92.7	62,313
National Home Monthly	39.7	26,288	43.9	29,849
*New Liberty	40.5	17,378	47.8	20,512
New World	36.1	24,557	40.3	27,421
Revue Moderne, La	38.5	26,202	49.9	33,912
Revue Populaire, La	45.9	32,160	45.0	31,511
*Samedi, Le	51.9	36,339	57.9	40,561
Total Group	615.6	408,594	634.7	420,599

*October linage.

***Canadian National Weekend Newspapers (Rotogravure linage)**

	1947		1946	
	Pages	Lines	Pages	Lines
Star Weekly	81.7	77,582	67.9	64,483
Montreal Standard .	56.7	56,664	51.6	51,586
La Presse	57.6	57,626	53.0	53,023
Le Patrie	50.5	50,517	57.8	57,851
Total Group	246.5	242,389	230.3	226,943

*October linage.

Fisher Joins R&R

Clarence E. Fisher has joined the Hollywood office of Ruthrauff & Ryan as an account executive.

Appoints Corbeil

Paul Corbeil has been appointed radio director of Spitzer & Mills Ltd., Montreal office.

Appoints Davis A.M.

Walker W. Davis Jr. has been appointed advertising manager of *Pacific Pathways*, Los Angeles.

Regional Whisky Bids for Favor in St. Louis

ST. LOUIS—Conrad, Inc., is hoping to take a sizable chunk of the bourbon market away from national brands with a special three-month newspaper and outdoor drive for its Laurel Springs Kentucky straight bourbon whisky, a regional brand.

Conrad claims its product, bottled by the company since 1940, is now pressing national brands in the St. Louis area. The sales force has been doubled in recent months in an attempt to get 100% distribution in this territory.

Noting the decline in the sale of blends and the increased movement of straight whisky, Krupnick & Associates, Conrad's agency, has pitched the drive on the slogan: "Some Things Never Change," a dig at the distillers who converted their straight whiskies to blends during the wartime shortage.

Copy ranging up to half pages will run prior to the coming holidays, to give dealers maximum support during peak consumer buying periods. Electric spectacular, store displays and direct mail material complete the dealer package.

Shoe Retailers Expected to Raise '48 Ad Budgets

FORT WORTH, TEX.—Bigger advertising budgets, aimed primarily at promotion of platform shoes, are expected to feature shoe retailing in the Southwest next year.

This was the consensus as 250 members of the Texas-Southwest Shoe Retailers Association ended their convention here.

Alex Hesselson, Fort Worth, retiring president of the group, predicted that advertising allowances in 1948 will be pushed up to as much as 5% of retail volume. During the war, he said, budgets dropped in most cases to as low as 1.5 to 2.5% of volume.

The new "high-style" shoe will get the bulk of the 1948 promotion, retailers agreed, and shoes open at both toe and heel also will come in for heavy support.

Oscar C. Orman, secretary of the St. Louis Shoe Manufacturers Association, told the convention that retail shoe prices undoubtedly will be 5% higher next spring. He said it is unlikely, however, that further increases will be made during 1948.

Goldsmith Joins Roche, Williams & Cleary

Harry B. Goldsmith Sr., who retired from the presidency of Grove Laboratories, St. Louis, last April, has joined Roche, Williams & Cleary as vice-president and market counsel.

Mr. Goldsmith spent 14 years with Grove, first as vice-president and general manager, and then as president. He will make his headquarters in the New York office of the agency.

H. B. Goldsmith

CBS Promotes Foster

Michael J. Foster, trade news editor of Columbia Broadcasting System, New York, for the past year, has been named manager of Columbia's new trade and feature division. Harry Feeney Jr. of the publicity department takes over as trade news editor, while Thomas J. Mahoney continues as assistant trade news editor. Beryle Reubens, formerly of Columbia Records, Inc., has joined the division.

Decorators Group Offers New Service

The Decorators' Institute, New York, has inaugurated a plan designed to simplify distribution of manufacturers' booklets and samples to decorators, and at the same time tie in with its own monthly program of sales promotion.

Selections of material submitted by manufacturers of carpets, furniture, draperies, lamps, accessories, paints and wallpapers will be sent to decorators with a bulletin of suggestions for use of the material.

Phillips Joins Roy

Edmund J. Phillips, recently assistant general sales manager of Pacific Mfg. Company, Cleveland, has joined Ross Roy, Inc., Detroit, as an account executive.

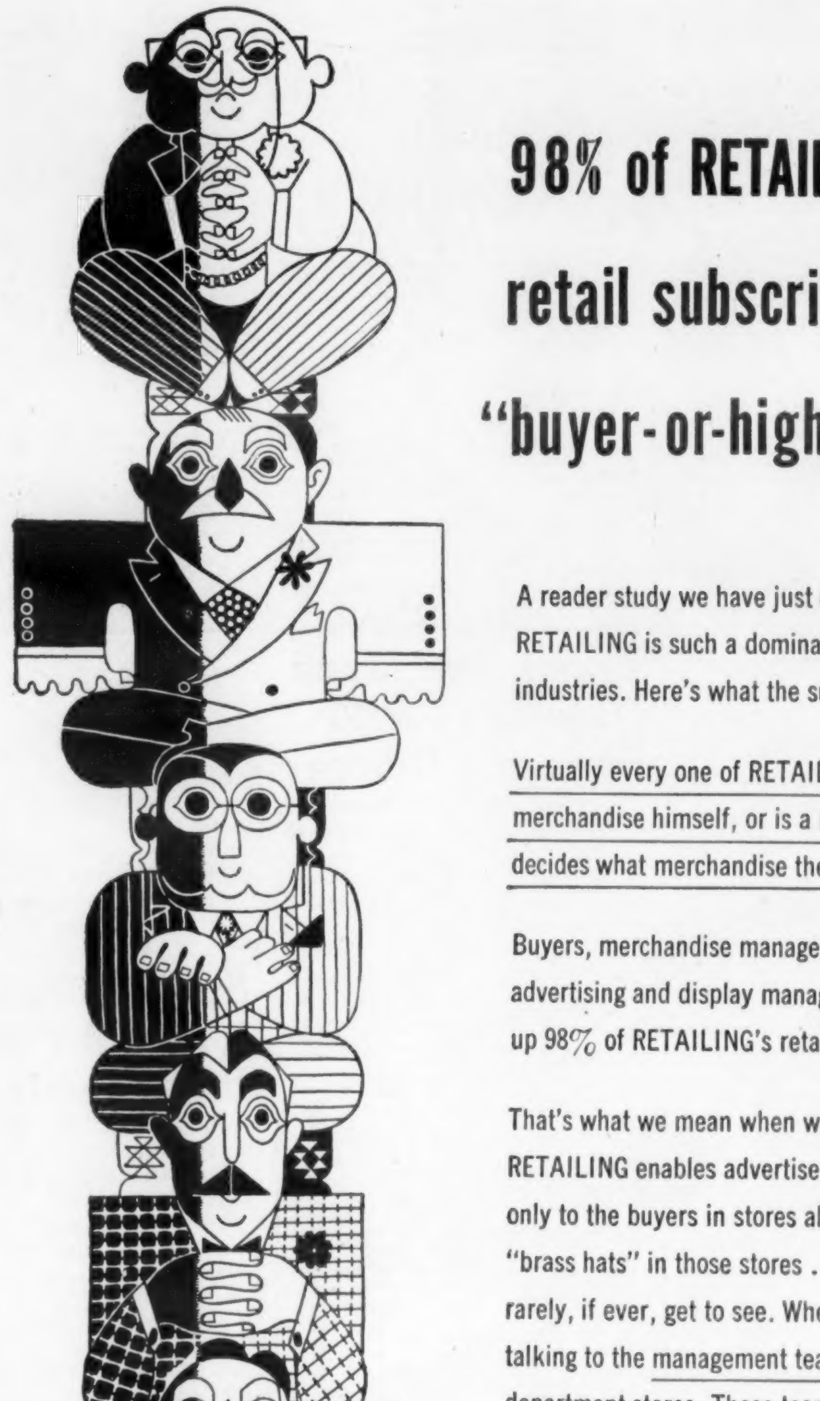
85% of 48% Was Meant

In a story about *American Magazine's* survey of the grooming habits of its male readers (AA, Nov. 3), it was reported that use of deodorants and anti-perspirants had doubled in the past seven years, with 85% using these preparations regularly. The exact figure for the percentage of use by the magazine's readers in 1947 is 48%, compared with 23% in 1940. Of the 48%, 85% use the preparations regularly, three times weekly on the average.

Mogul Names Heyward

Louis M. Heyward has been appointed director of radio and television for Emil Mogul Company, New York agency. He previously was radio director of Russell Birdwell & Associates.

COVER COLORADO
WITH
Colorado
Rancher and Farmer
Sam R. McKelvie, Publisher Glenn Buck, Gen. Mgr.
P. O. BOX 1349 • DENVER 2, COLO.
MEMBER—WESTERN ASSOCIATED FARM PAPERS



98% of RETAILING's retail subscribers are in the "buyer-or-higher" group!

A reader study we have just completed points up another reason why RETAILING is such a dominating force in the home furnishings industries. Here's what the survey shows:

Virtually every one of RETAILING's retail subscribers either buys merchandise himself, or is a member of that policy-making group which decides what merchandise the store will buy and sell.

Buyers, merchandise managers, store managers, owners, presidents, advertising and display managers . . . these are the men who make up 98% of RETAILING's retail circulation!

That's what we mean when we speak of effective circulation. For RETAILING enables advertisers to get their selling stories across not only to the buyers in stores all over the country, but also to the "brass hats" in those stores . . . men whom manufacturers' salesmen rarely, if ever, get to see. When you advertise in RETAILING, you're talking to the management teams in America's home furnishings and department stores. These teams decide store policy on buying, promotion, advertising, selling.

Want to win the backing of these retail executives on a store-wide, nation-wide scale? Then talk to them in RETAILING, it reaches more of them than any other home furnishings business paper in America.

RETAILING home furnishings A Fairchild Publication, 8 East 13th Street, N.Y. 3
America's No. 1 Home Furnishings Business Paper

ADVERTISING SALES PROMOTION WRITER

One of the leaders of American industry located in New England has an exceptional opportunity as assistant manager in Sales Promotion Department for seasoned young man 27 to 35 with experience in writing technical literature. Write complete details of experience, education, salary required etc. to:

Box 6870, ADVERTISING AGE
330 W. 42nd Street
New York 18, N. Y.

WE NEED QUICKLY

Advertising Man - Sales Promotion Man
Experienced Sales Correspondent

Each must be experienced and able to command the good salary we expect to pay.

Each must be personable, hard-hitting, versatile, *executives*, capable of advancement with one of Chicago's oldest, most successful and progressive manufacturers, with plants thru-out the country.

You Must Have Merchandising Sense Plus Mental Agility.

You Must Possess Follow-Thru And Understanding of Detail.

Tell All In One Letter
State Which Position You Want
And Why You Are Best Fitted For It.
Your Reply Completely Confidential.

Write Box 6875, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

Agencies Interested in More Billing, Please Note

Advertising-merchandising director for large national advertiser in appliance-radio field is interested in agency position as merchandising or account executive. He can help you work out a program for increased billing at no extra cost to your client. Topnotch idea man and copywriter, with 12 years' hard-hitting, sound merchandising background. Extensive knowledge of national and trade advertising, sales promotion. Proven record of successful nationwide retail promotions. Nine years with present company. Present salary, $10,000.

Box 6874, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Illinois

Point of Sale Specialist Wanted

National Carbonated Beverage Concern has opening for man to concentrate on point of sale design, selling point of sale displays to our bottlers and training bottlers and salesmen how to use both inside and outside display materials effectively. Merchandising experience essential. State salary desired. Write Box 6872, Advertising age, 100 E. Ohio St., Chicago 11, Illinois.

PRINTING FACILITIES

Available for Publication

We have equipment and experienced personnel to print monthly magazine in addition to our own publication, The Feed Bag, which serves the feed industry. If you wish to change for better service and better printing write

BUSINESS PRESS
1712 West St. Paul Avenue
Milwaukee 3, Wisconsin

THE ADVERTISING MARKET PLACE

RATES: 60c per line, minimum charge $3. Cash with order. Figure bold face heads (maximum two lines) 25 letters and spaces per line; light body face 34 per line. Box numbers add two lines. Copy deadline Thursday noon, 11 days preceding publication date. Display classified advertisements take card rate of $10 per column inch. Regular card discounts on multiple insertions and space over 5 inches apply on display.

HELP WANTED

POSITIONS OPEN
With agencies, advertisers, publishers, etc., for both men and women.
No obligation to register.
FRED J. MASTERSON
Advertising and Publishing Personnel
20 yrs. previous adv. exp.
185 N. Wabash. FRA. 0115. Chicago

ADVERTISING ARTIST. Unusual opportunity for experienced man. Must be able to produce layouts that sparkle. Also know typography and do some finished. Need man alert to trends, able to handle and develop younger men. Opportunity to share in profits. Right man can work into five figure income. Live mid-western city convenient to Chicago. Give age, experience, abilities and present salary.

Box 9239, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

ADVERTISING & PUBLISHING
ALL TYPES OF POSITIONS
Placement anywhere in the United States
GEORGE WILLIAMS—Personnel
209 S. State St., Har. 2063, Chicago

OPPORTUNITY IN THE SOUTH
Editor with engineering background and trade paper experience for leading southern publication in industrial field. Must be rapid, prolific writer, know editorial makeup, and able and willing to sell an ad when the occasion arises. Write giving age, salary expected, experience and references.

Box 9226, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

ART DIRECTOR
Must be genuinely creative; make own layouts for full color illustration and design. Able to assume executive responsibility. An unusual opening for a capable, well-balanced man who wants a permanent connection with a real opportunity to demonstrate ability and be paid for it. Not an Adv. Agency. Replies confidential.

Box 9265, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

ADVERTISING & PUBLISHING
Recognized Personnel Service. Operating nationally since 1914. Confidential intermediary. Both to Employer and Employee.
SHAY AGENCIES
30 W. Washington St. Chicago 3

HELP WANTED

Advertising Space Salesman wanted by national monthly publication having $400 page rate and excellent market. Liberal drawing account against commission. Positions open New York and Chicago.

Box 9230, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

EXPERIENCED AGENCY COPY CHIEF
"Once - in - a - lifetime" opportunity for thoroughly capable man to head 4-man copy dept. of fast-growing Chicago agency. $10,000 salary to start, plus chance later to participate in profits. Write fully in confidence.

Box 9255, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

Assistant to President
Want experienced major appliance executive 40-45 years old now earning $8-10,000. Chicago job. Send small photo and full details.

Box 9263, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

POSITIONS WANTED

WANTED!
Your "Special Assignments"
Experienced advertising writer (young woman) has several hours weekly. Can do plan, rough-layout, and copy on booklets, direct mail, ad series, on free-lance basis.

Box 9254, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

ACCOUNT EXECUTIVE—ADVERTISING MANAGER
Now No. 2 man in small N.Y. agency, doing contact, plans, media. Can handle surveys, develop program, budget, etc. Young, aggressive, personality . . . no dope. Have been account executive, airline advertising manager, space salesman. Good industrial and aviation background. Would also make ideal assist. to sales manager handling sales promotion & advertising. 29, married, own home.

Box 9262, ADVERTISING AGE
330 W. 42nd St., New York 18, N.Y.

ADVERTISING MANAGER OR ASSISTANT AVAILABLE
Young man 29, with 4 years agency experience plus practical printing background anxious to concentrate on one product or firm. Fully experienced in everything from planning through production. Prefer Mid-West.

Box 9264, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

POSITIONS WANTED

"SMORGASBORD" OPERATOR
Skilled in community activities and campaigns, press and public relations, fund-raising, direct mail and promotion. Former newspaperman, college, 30, married. Prefer public campaign or institutional account.

Box 9257, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

Space Salesman available for West Coast . . . 36, now living in Chicago, moving to Los Angeles first of year. 15 years' experience.

Box 9256, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

ADVERTISING PROMOTION
5 years exp. in mgt. copy, layout and production; creating material for space, promotion, publicity, salesmen aids, displays. Capable taking full charge for medium size mfg. or helping to lift load in large org. Age 34, married, A.B. deg.

Box 9260, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

Exper. Woman Copywriter (Agency) seeks oppty. to put ability to better use for Chicago agcy. or mfgr. Have flair for headlines and persuasive copy, particularly soft lines. Special aptitude for effective sales letters and merch. material. Exper. includes indus. and consum. copy, dir. mail, radio writing (network show, commercials, continuity) and publicity. Good future as important as immediate earnings.

Box 9258, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

REPRESENTATIVES WANTED

Representative (1), all cities, new-type theatrical advtg.-publicity directory; free lance, high commissions; sample copy and details.
ACTORS CLASSIFIED REGISTER,
Box 21, Radio City Sta., N.Y. 19, N.Y.

Eastern representative wanted by new Sunday syndicated newspaper advertising column directed to home planning field. Prefer representative with agency contacts in the newspaper field and ability to present to topflight accounts in construction industry. Address:

Box 9261, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

MISCELLANEOUS

RADIO STATION FOR SALE.
Write to:
Box 9259, ADVERTISING AGE
330 W. 42nd St., New York 18, N.Y.

Appoints Swanson

E. S. Swanson, formerly division director of the office of materials supply, Office of Housing Expediter, Washington, D. C., has been named district manager of Home Owners' Catalogs, a division of F. W. Dodge Corporation. He will make his headquarters in New York.

Adclub Adds Service

Canadian Advertising and Sales Federation has formed a speakers' bureau with Cecilia Long, an account executive of Ronalds Advertising Agency, Toronto, in charge.

UNUSUAL EXPERIENCE AVAILABLE

Exceptionally broad background. Have been salesman for three of nation's biggest publishers—Advertising Manager for two large, successful Corporations and Account Executive for two prominent, 4A Agencies. Know thoroughly Advertising Department administration and modern Agency procedures. Have successfully sold Agency service (new business). Experience includes food products, appliances, shoes, automobiles and department store merchandise. Former Director A.N.A. Record will stand fullest investigation. Interested parties address

Box 6873, ADVERTISING AGE
100 E. Ohio Street, Chicago 11, Illinois

YOUNG ADVERTISING SALESMAN WANTED

As midwest representative of several fine publications, we have an opening for a young man desirous of learning the advertising business from a salesman's standpoint. With experience preferred—not necessary. Satisfactory salary assured. Phone SUP. 6558. Chicago.

PUBLISHERS' REPRESENTATIVE

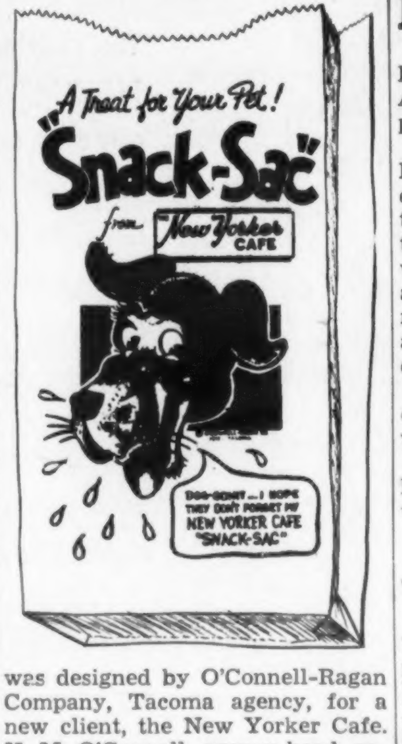
With office in Philadelphia wishes to take on one or more good trade, class, or general publications. Has been covering Philadelphia and surrounding territory for more than 20 years, has the highest credentials, and a large friendly relationship with the top men and women among advertising agencies.

Box 6871, ADVERTISING AGE
330 W. 42nd Street, New York 18, N. Y.

'Snack-Sac' Goes Over Big—with Dogs and Diners

TACOMA, WASH.—"Snack-Sac," designed originally as a good will builder for a restaurant client, has turned out to be a nationally-selling item for the advertising agency itself.

The Snack-Sac is a glassine-lined, grease-proof paper bag for the restaurant patron who wants to take a steak bone or leftover piece of meat home for Rover. It was designed by O'Connell-Ragan Company, Tacoma agency, for a new client, the New Yorker Cafe. H. M. O'Connell, agency head, reported that the restaurant used nearly 20,000 of the novel bags in less than a year.


A Treat for Your Pet!
"Snack-Sac"
from New Yorker CAFE
DOG-GONIT ... I HOPE THEY DON'T FORGET MY NEW YORKER CAFE "SNACK-SAC"

The bag is printed in two colors and shows the head of a dog, who pleads: "Dog-gonit . . . I hope they don't forget my New Yorker Cafe 'Snack-Sac.'"

The Snack-Sacs have drawn warm comment from dog owners and editorial approval from newspapers because they not only please the pups but help trim food waste. O'Connell-Ragan now is using direct mail to offer the sacks, especially imprinted for each restaurant, throughout the country on an exclusive basis in each community.

Spur Bottlers Start 1st Postwar Jingle Contest

NEW YORK—With comparatively little fanfare, Canada Dry Ginger Ale's Spur has launched its first postwar contest.

Fifty-six Spur bottlers took 750-line ads to announce the jingle contest, which closes Dec. 8. Interim promotion has been left to the individual bottlers, most of whom are using newspapers, with a few adding radio spots in their markets. In addition, the bottlers are using handbills and counter displays.

Comparatively modest prizes are offered; the total jackpot is $1,150, with first prize $500.

During the week of Dec. 2, the last week of the contest, bottlers will again use 750-line ads.

J. M. Mathes, Inc., is the agency.

White Rock Starts Drive

White Rock Corporation, New York, is beginning a new series of newspaper advertisements for White Rock beverages, including lemon lime, sparkling water and ginger ale, throughout the southern New England territory. Agency is Kenyon & Eckhardt, New York.

Lindeke Agency Moves

Lindeke Advertising Agency, Los Angeles, has moved to new offices at 3156 Wilshire Blvd.

Schedule Milan Fair

The Milan International Trade Fair will be held in Milan, Italy, April 12-27.

Manager Wanted

for Cleveland Office of New York Advertising Agency

Our Cleveland office was established to serve a client who has decided to move his advertising department to the East. This account will be served from our home office in New York.

Out of this move comes what looks to us like opportunity for the right man. He must know the agency business and have ability to obtain sufficient billing to enable the office to "break even or better." He must believe with us that Cleveland Area offers a fine future for an agency like ours. The man we are looking for is a success, yet dissatisfied. He feels a lack of proprietorship in his effort; he wants greater responsibilities and more freedom of action to prove his beliefs. He recognizes the value of having behind him a highly-rated New York agency serving clients in the top bracket of industry and manned to perform accordingly.

If you are this man, we invite you—in whatever degree of confidence you desire—to contact A. E. Smith in the Cleveland office or J. M. Hickerson in the New York office of J. M. Hickerson Inc., *Advertising:* 506 Bulkley Building, Cleveland (SUperior 5214) and 110 East 42nd Street, New York 17, N. Y. (MUrray Hill 6-3513).

MAN WANTED...

by Advertising Agency

NOT JUST ANY MAN, but a man who is now running his own small agency, or has had successful account executive experience or its equivalent, and who can develop billing. We are a 4A Mid-West Agency, complete working organization, and a part of a national net-work for broadcast client service. We have a definite, interesting expansion plan which has been developing steadily in the past year. Gains consolidated, we are ready for another step . . . and a man who can go forward with us. Write in complete confidence. Our personnel knows of this ad.

Box 6876, ADVERTISING AGE
100 E. Ohio Street, Chicago 11, Illinois

ARE YOU THE MAN?

WANTED
DRUG SALES MANAGER

- One of our clients in the drug field seeks a top-grade sales manager to organize and manage a national sales force on nationally advertised proprietaries.
- He must know the drug business from A to Z. Must be willing to travel extensively. Must know how to pick and train regional sales agencies to sell a powerhouse advertising and merchandising operation.
- For the right man, this is opportunity with a capital "O." This is a new company, and a new job. All inquiries treated confidentially. No phone calls, please. Write, giving full details of your background.

O'NEIL, LARSON & McMAHON, ***Advertising***
Attn: **G. J. O'Leary**
230 North Michigan Avenue, Chicago, Illinois

Want to buy an

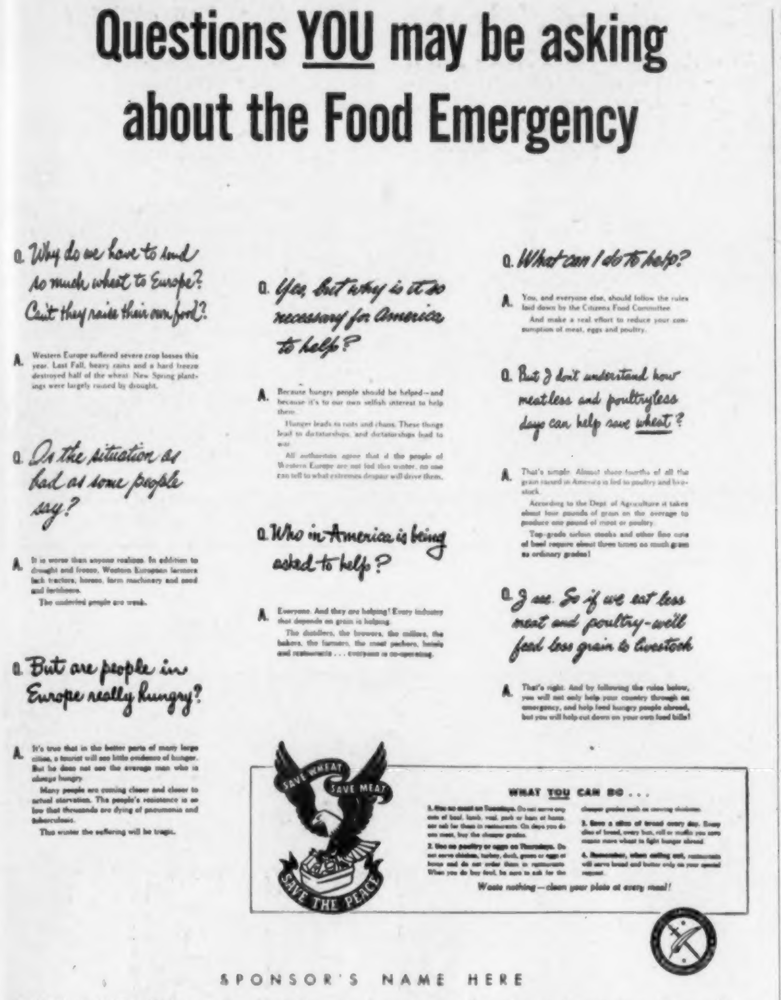
ADVERTISING AGENCY?

Rare opportunity for substantial advertising man to acquire fully recognized, long-established Eastern Agency with substantial accounts in lineage, and radio, doing six-figure business, capably staffed, excellent credit and reputation. Exceptional entry to lucrative field for established account executive with some financial backing.

Box 6880, ADVERTISING AGE
330 W. 42nd St., New York 18, N. Y.

MANAGEMENT EXECUTIVE

This man has had extensive administration experience. He successfully built a lagging organization into a leader in its field in two short years (increasing volume by 100%). In addition, his background shows wide experience in advertising, merchandising, packaging and purchasing. He would bring intelligent leadership to any oranization. Address Box No. 6877, ADVERTISING AGE, 330 W. 42nd Street, New York 18, New York.



Questions YOU may be asking about the Food Emergency

Q. Why do we have to send so much wheat to Europe? Can't they raise their own food?

A. Western Europe suffered severe crop losses this year. Last Fall, heavy rains and a hard freeze destroyed half of the wheat. New Spring plantings were largely ruined by drought.

Q. Is the situation as bad as some people say?

A. It is worse than anyone realizes. In addition to drought and freeze, Western European farmers lack tractors, horses, farm machinery and seed and fertilizers.

The underfed people are weak.

Q. But are people in Europe really hungry?

A. It's true that in the better parts of many large cities, a tourist will see little evidence of hunger. But he does not see the average man who is always hungry.

Many people are coming closer and closer to actual starvation. The people's resistance is so low that thousands are dying of pneumonia and tuberculosis.

This winter the suffering will be tragic.

Q. Yes, but why is it so necessary for America to help?

A. Because hungry people should be helped—and because it's to our own selfish interest to help them.

Hunger leads to riots and chaos. These things lead to dictatorships, and dictatorships lead to war.

All authorities agree that if the people of Western Europe are not fed this winter, no one can tell to what extremes despair will drive them.

Q. Who in America is being asked to help?

A. Everyone. And they are helping! Every industry that depends on grain is helping.

The distillers, the brewers, the millers, the bakers, the farmers, the meat packers, hotels and restaurants . . . everyone is co-operating.

Q. What can I do to help?

A. You, and everyone else, should follow the rules laid down by the Citizens Food Committee.

And make a real effort to reduce your consumption of meat, eggs and poultry.

Q. But I don't understand how meatless and poultryless days can help save wheat?

A. That's simple. Almost three-fourths of all the grain raised in America is fed to poultry and livestock.

According to the Dept. of Agriculture it takes about four pounds of grain on the average to produce one pound of meat or poultry.

Top-grade sirloin steaks and other fine cuts of beef require about three times as much grain as ordinary grades!

Q. I see. So if we eat less meat and poultry—we'll feed less grain to livestock

A. That's right. And by following the rules below, you will not only help your country through an emergency, and help feed hungry people abroad, but you will help cut down on your own food bills!

WHAT YOU CAN DO . . .

Waste nothing—clean your plate at every meal!

SPONSOR'S NAME HERE

FOOD QUIZ—This is the first food ad sent out by the Advertising Council to dailies. It answers typical questions about the food conservation program, and is available for local sponsorship.

Council Releases First Food Saving Ad to Newspapers

New York—The first food advertisement in the food conservation committee's program has been mailed to almost 2,000 daily newspapers by the Advertising Council.

In question - and - answer style, the 160-inch ad is headlined "Questions you may be asking about the food emergency," and sample questions are "Why do we have to send so much wheat to Europe?," "What can I do to help?" and "But are people in Europe really hungry?"

The council also disclosed that during the period Oct. 15-Nov. 1 its radio department telegraphed a request to all network radio advertisers and hundreds of spot and regional advertisers asking them to include food conservation messages on their programs, a precedent-breaking procedure for the council. It also arranged the broadcast of nationwide appeals on networks.

After Nov. 1, the council put food conservation on its radio allocation plan, and top shows will be asked to continue to air appeals for conservation during the emergency. The NAB has sent out a radio fact sheet to all radio stations, and the four major networks have promised continuing coverage on their sustaining shows.

T. S. Repplier, president of the council and a member of the Luckman committee, said in a statement that messages from advertisers and media "indicate that an unusually heavy volume of advertising support for this program will be contributed by American business."

The campaign's coordinator is Don Belding, chairman of the board of Foote, Cone & Belding. The six volunteer agencies are those handling Lever Bros. products, Federal Advertising, Foote, Cone & Belding, J. Walter Thompson Company, Ruthrauff & Ryan, Sullivan, Stauffer, Colwell & Bayles, and Young & Rubicam. The council's executives assigned to the program are George P. Ludlam, vice-president of the council, and Henry C. Wehde Jr., graphics director.

To Booker-Cooper

Whitman Company, Los Angeles, manufacturer of refractory coatings, has named Booker-Cooper, Inc., Los Angeles, to direct its advertising. Marine and foundry publications will be used.

Raymond Promoted

John H. Raymond, advertising manager of Moody Bible Institute, Chicago, has been appointed director of the promotion department.

WHAT'S GOING ON?

● Manufacturers and their advertising agencies are using this inexpensive clipping service for collecting editorial publicity, for making research and market studies, for maintaining competitive advertising files and for developing sales prospects on certain types of products and services.

New Booklet No. 10 "How Business Uses Clippings" tells the whole story

BACON'S CLIPPING BUREAU
BUSINESS PAPERS ★ FARM PAPERS ★ GENERAL MAGAZINES
314 So. Federal St., Chicago 4

Presenting! THE SHOW OF THE YEAR!

MULTI-COLOR MOVING LITE

Entirely new electric display with action . . . animated scintillating motion — yet requires no motors — no gears — no moving parts!

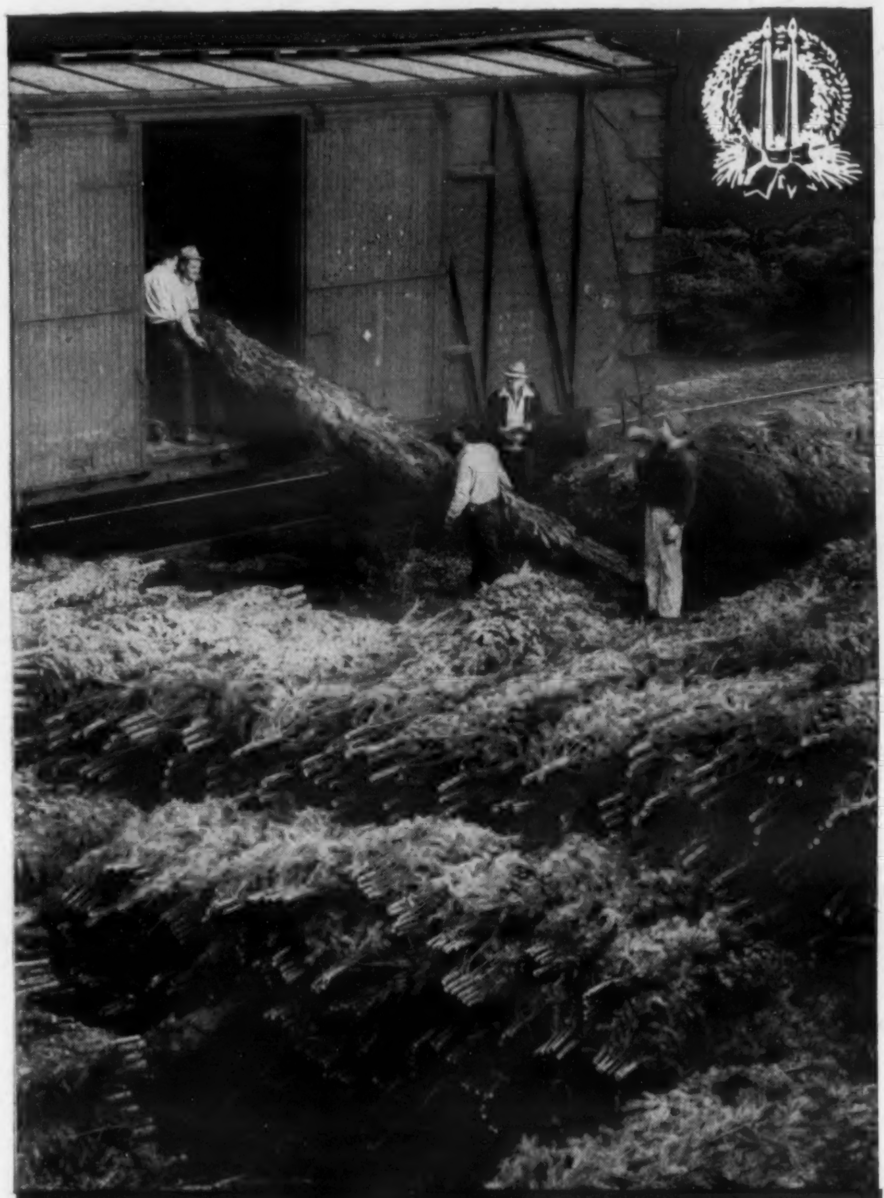
We invite you to our

Demonstration — Display

in your city on these dates:

CITY	DATES	HOTEL
New York	Nov. 17, 18, 19, 20	McAlpin
Philadelphia	Nov. 24, 25, 26	Bellvue-Stratford
Pittsburgh	Nov. 28, 29, 30	William Penn
Chicago	Dec. 1, 2, 3, 4	Palmer House
St. Louis	Dec. 8, 9, 10	Statler

OHIO ADVERTISING DISPLAY CO.
Ohio Building, Pearl Street Cincinnati 2, Ohio



Christmas by the carload - from G. R. Kirk, Tacoma!

TO dealers' lots all over the nation go thousands of Christmas trees—from the world's largest shipper, G. R. Kirk, Tacoma. To wholesale florists go hundreds of carloads of ferns and huckleberry, too, and a special gift package of holiday decorations is advertised yearly in a long list of national magazines. The G. R. Kirk Company—which maintains huge tree farms and processing plants to supply its nation-wide sales offices—is just one of 4,315 diversified payroll builders which help make Tacoma-Pierce County Washington's Second Market—a market adequately reached only by the dominant Tacoma News Tribune. For the News Tribune delivers 78% coverage of this rich area; the second Tacoma paper only 54%; the Seattle morning paper, 10%; the Seattle evening paper, 4%. It makes the News Tribune a "must" on every newspaper list.

NO. EIGHT OF A SERIES

The TACOMA News Tribune

Now Delivering More Than 60,000 Daily!

Results of First Portland Market Survey Released

PORTLAND, ORE.—Nationally advertised brands which lead in the nation as a whole diminish slightly in consumer preference in the West, Wayne Mooney of the ANPA's Bureau of Advertising told wholesale food brokers here.

Citing results of the initial study of the Portland Advertising Research Bureau, Mr. Mooney stressed the bureau's "All Business Is Local" theme and said that newspapers prove the ideal advertising medium for regional brands.

One of 11 local research bureaus established under ANPA aegis during the past 18 months, the Portland group is jointly sponsored by the *Portland Journal* and *Oregonian*.

The initial study, which has been in progress for over a year, covers advertised foodstuffs, both regional and national, and relates advertising expenditures to sales movement for each item in the Portland area.

At the same time the report was released, the Portland research bureau, under the direction of Paul Eckelman, introduced the Portland Monthly Grocery Store Inventory.

Sarfert Hosiery Launches Campaign

Sarfert Hosiery Mills, New York, is using four-color pages in *Esquire* and four-color half pages in *The Saturday Evening Post* in a new campaign on behalf of men's, women's and children's socks.

On the publication date of the initial Sarfert ad in the *Post*, large department stores in key cities displayed Sarfert socks in their windows and featured them in local newspaper ads. Agency is J. Walter Thompson Company, New York.

Appoints PR Director

Bernard A. Bergman, formerly director of publicity of the *Philadelphia Record*, has been named director of public relations of Publicker Industries, Inc., and its subsidiaries, Continental Distilling Corporation and Kinsey Distilling Corporation. He will make his headquarters in Philadelphia.

Promotes Stromquist

Walter G. Stromquist, assistant vice-president and general sales manager, has been named vice-president in charge of sales and merchandising of Masonite Corporation, Chicago.

Canadian Admen See 10% Increase in '48 Budgets

TORONTO—Canadian agency men expect their clients to spend about 10% more in advertising in 1948 than they are spending this year, according to a survey among agencies by the *Toronto Financial Post*.

Walter Gillespie, writing in the publication, reports that agency executives believe the expected increase will be shared by the various media and that no one medium will get much more than a 10% revenue gain. They expect more competitive selling copy and more ad programs on a 13-month basis. The increase in ad budgets is expected to be general.

Agency executives say advertising budgets will move upward because of higher ad production costs, higher prices generally, need for larger space to make an impact, increased use of color in publications, etc.

In addition, new products will be introduced and manufacturers will advertise strongly to reintroduce other products off the market since early war days, it is anticipated.

To Critchfield Agency

Critchfield & Co., Chicago, has been retained to direct the advertising of Otarion Hearing Aids, Chicago. Magazines, newspapers and direct mail will be used.

(Advertisement)

It Pays to Toss Pebbles in Business Market Pond

By Harry Billerbeck
Partner, Media Director
Alley & Richards, Inc.

Is "mass" circulation important for your business paper message? Let's take a moment to study the impact of each separate printed impression.

Consider it as a pebble tossed into the pond of America's business community. What happens to it?

Perhaps it hits one of your prospects directly. Or one of his associates who has a big say in buying decisions. Or the business acquaintance with whom he'll lunch tomorrow. Or one of those junior executives who will someday sit across the desk from your salesman.

And look at the waves of buying influence which may spread out from this little pebble. Maybe it will influence the discussion at Tuesday's business club luncheon or the family dinner on Sunday.

Your reader's buying influence does not stop when he leaves the office. It ripples over into other business concerns, civic affairs and family councils.

Consider, too, the economy with which you can influence the entire American business community. The audience is highly concentrated for you in leading general business magazines. You can make quite a splash in this $450 billion business market for only $150,000.

So you see that your business paper advertising can be a far larger selling force than most men have ever realized . . . if you toss plenty of pebbles into the pond.

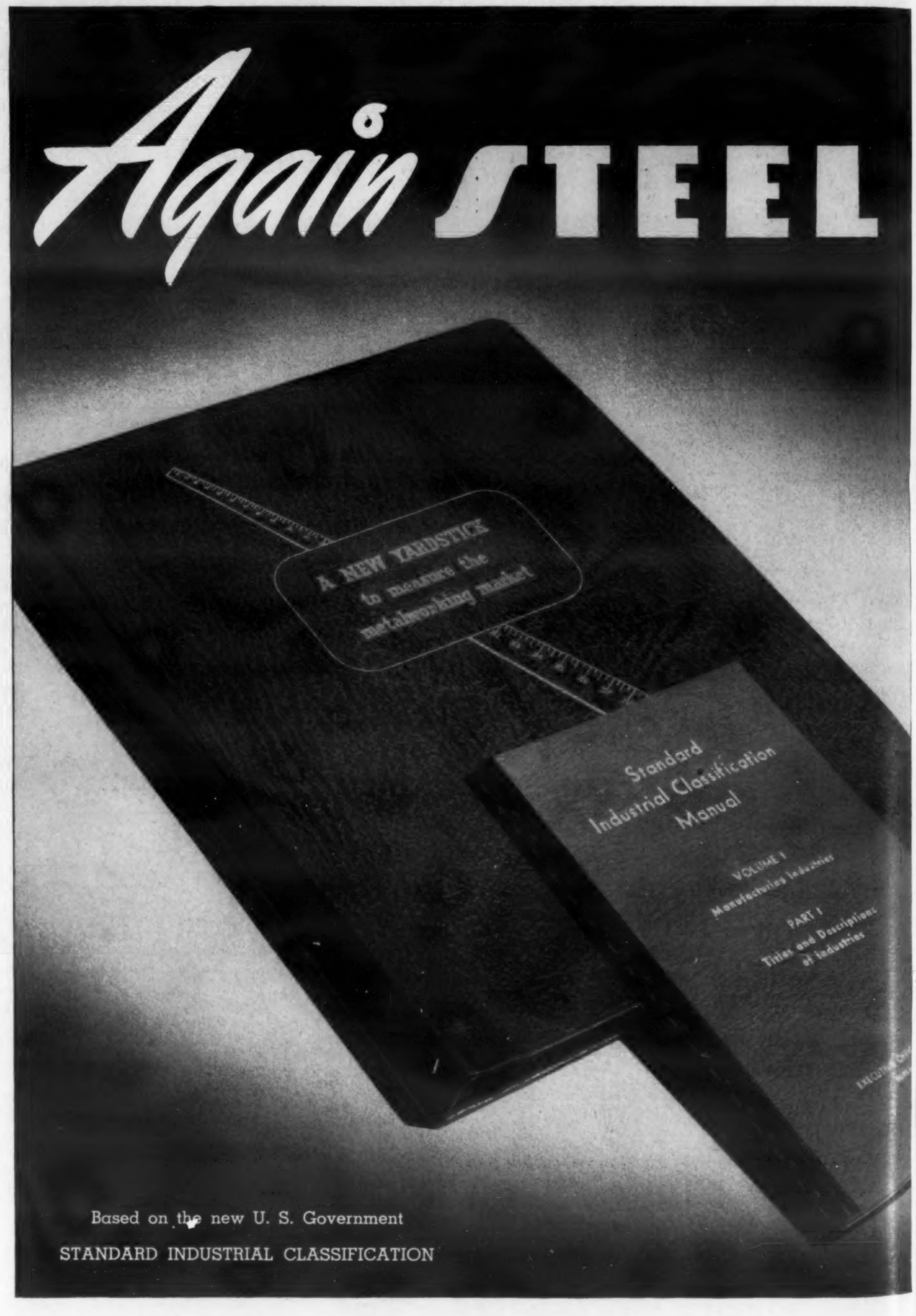
This column is sponsored by Nation's Business to promote the use of a "mass technique" in selling the business market.

Four leading general business magazines offer you in 1948 a combined circulation of 1,310,000 executive subscribers, over 15 million pages a year on 12-13 time schedule. The combined rate for a black-and-white page in all four papers is only about $9,725.

	Net Paid Circulation	B&W Page
Nation's Business	600,000	$3,000
United States News	300,000	2,400
Fortune	235,000	2,750
Business Week	175,000	1,575

For case histories of advertisers who have found such "mass" selling profitable, write Nation's Business, Washington, D. C.

(Advertisement)


Again STEEL
A NEW YARDSTICK to measure the metalworking market
Standard Industrial Classification Manual
VOLUME I
Manufacturing Industries
PART I
Titles and Descriptions of Industries
Based on the new U. S. Government
STANDARD INDUSTRIAL CLASSIFICATION

Matheson Writes 'Selling Man'

BLOOMINGTON, ILL.—Techniques involved in specialty selling are presented in "The Selling Man," new 259-page book by W. A. Matheson, executive vice-president of Eureka Williams Corporation here. It is published at $5 by Heating Publishers, New York.

Using an oil burner salesman as "hero" of the book, Mr. Matheson shows how the relationship of salesman to prospect changes from the first contact to the sale.

The volume is written in informal, conversational style. It stresses the differences in attitudes of prospect and salesman at all stages of a sales situation.

Standard Oil Names

John W. Boatwright, head of the combined sales research and budgeting departments, has been appointed general manager of the distribution economics department of Standard Oil Company (Indiana), Chicago. D. S. Warning has been named manager of the commercial research division of the distribution economics department, and R. M. Eberly has been appointed manager of the coordinating division of the department.

Plugs New Frosting

Taylor-Reed Corporation, Mamaroneck, N. Y., will use newspapers, magazines, trade publications and radio to introduce Q-T frosting, a new instant cake frosting. The agency is Tracy, Kent & Co., New York.

Atlantic City Plans Industry Exhibit in June

ATLANTIC CITY—International Industrial Exposition, Inc., has launched an advertising campaign to sell the remainder of the space available for its big show, scheduled for the Million Dollar Pier here next summer.

The exposition, to run from June 26 to Sept. 11, will display the "products and processes of all nations," and—if it lives up to advance expectations—will be established thereafter on an annual basis.

Under the direction of Dr. H. W. Waters, veteran exhibition manager, the amusement pier will be transformed into an exposition site with 500,000 square feet of available space. United States and foreign manufacturers are being invited to participate at varying space rates which, Dr. Waters says, average about $10 per square foot. Applications already are on hand for much of the space, he added.

Copy in the *Wall Street Journal* and business papers plugs the idea that the show is the first postwar international exposition to be held in the U. S., and that it will provide a perfect testing ground for new products.

Dr. Waters said a catalog will be prepared soon, to be distributed to several thousand buyers throughout the world. Although the exhibit will be open to the general public, special days will be set aside when only wholesale buyers will be admitted during the morning hours.

The exposition was the brainchild of George A. Hamid Jr., operator of the pier; William Raleigh, public relations consultant, and Paul Roberts, publisher of *Convention*. Dr. Waters was called in as a troubleshooter when the trio ran into difficulties.

Gets 'House & Garden'

John Falkner Arndt & Co., Philadelphia, has been appointed by Conde Nast Publications, Inc., New York, as advertising agency for *House & Garden*, effective Jan. 1. Carl Reimers Company, New York, current *House & Garden* agency, will continue to handle advertising for *Vogue* and *Glamour*, also Conde Nast publications.

Appoints Radford V.P.

Ernest A. Radford has been appointed vice-president in charge of sales of Industrial Adhesives Ltd., Toronto.

---

is First

with a new yardstick to help measure the Metalworking Market

To help you with your advertising and sales planning, STEEL has just completed an industry-wide market study based on the government's new system of Standard Industrial Classification. Ask the man from STEEL to show you "A NEW YARDSTICK TO MEASURE THE METALWORKING MARKET."

Why This New Standard Industrial Classification System?

It has been issued by the government in order to *standardize* all industrial statistics, and to make marketing information from all sources *uniform* and *comparable*. Eventually, most market information will be made available on this basis.

Can STEEL Give You Up-To-Date Market Data on Metalworking Now?

Always the leader with latest metalworking developments, STEEL is ready now to give you the most complete and up-to-date market information. It was gathered through a penetrating census of over 30,000 metalworking plants.

When Will the Government Issue Census Statistics on This New Basis?

The next Census of Manufactures will be based on this Standard Industrial Classification but will not be available for nearly a year.

What Can STEEL Tell You About Your Metalworking Market?

More than ever before. STEEL's "New Yardstick" will help you determine your sales potential in metalworking's 55 billion dollar market. It goes deeper into your market—with a finer breakdown than ever before. It will help you measure your sales possibilities in many ways: by products made—by operations performed—by size of plant and geographical location.

Ask the man from STEEL to show you "A New Yardstick to Measure the Metalworking Market."

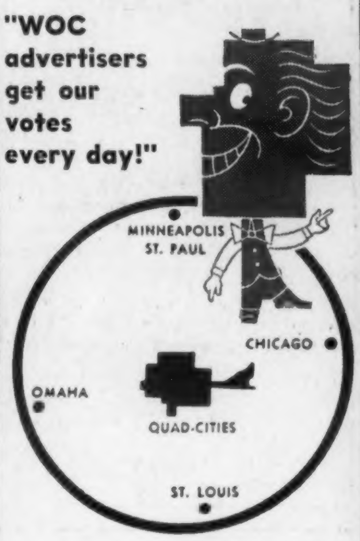
ABC ABP

STEEL
The Magazine of Metalworking and Metalproducing
ESTABLISHED 1882

A PENTON PUBLICATION
THE PENTON PUBLISHING CO.
PENTON BUILDING
CLEVELAND 13, OHIO

WOC

"WOC advertisers get our votes every day!"



QUAD Cities

DAVENPORT, ROCK ISLAND
MOLINE, EAST MOLINE

Only WOC delivers satisfactory year-round NBC service to the Quad-Cities . . . the largest metropolitan area between Chicago and Omaha, and between Minneapolis and St. Louis. Approximately 218,000 people work and live here . . . make it the 40th retail market in the nation.

5,000 Watts, 1420 Kc,
Basic NBC Affiliate

B. J. Palmer, President
Buryl Lottridge, Manager

WOC
WOC-FM
DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

Reestablishes Agency

D. K. Morrison, who operated his own advertising agency for 10 years before placing it "in trust" with Hamilton Advertising Agency on entering military service in 1942, has reestablished his agency at 55 E. Washington St., Chicago 2.

When you need a **BIRTH LIST**
Remember
WILLIAM F. RUPERT
Compiler of national birth lists
EXCLUSIVELY for the past fifty years.
90 Fifth Ave., New York 11—CH 2-3757

KGO Appoints Sprott

Dick Sprott, formerly in the sales department of Station KSMO, has joined the KGO local and ABC spot sales staff in San Francisco.

50% MORE?
NO—I SAID 54.5% MORE!

Noble County, Indiana, is a Fort Wayne A. B. C. Retail Trading Area County. The News-Sentinel is delivered to 54.5% more homes in Noble County six days a week than are reached by Fort Wayne's daily morning newspaper.

★

The News-Sentinel is delivered to 97.8% of all homes in Fort Wayne every weekday.

☆

The News-Sentinel
Fort Wayne's "Good Evening" Newspaper
FORT WAYNE, INDIANA

REPRESENTATIVES: ALLEN-KLAPP CO. • *NEW YORK—CHICAGO—DETROIT*

A TWO-WAY GIFT
that keeps on giving
GLENMORE'S
KENTUCKY TAVERN
Straight Bourbon Whiskey
BOTTLED IN BOND
Kentucky Straight Bourbon Whiskey Bottled-in-Bond 100 Proof.

Here's a made-to-order gift for those friends who "have everything." It's a beautiful glass decanter full of famous Kentucky Tavern, "The Aristocrat of Bonds," designed to grace a private bar for years to come. It's available at your package store.

GLENMORE DISTILLERIES COMPANY, LOUISVILLE, KY.

Private Lines

Willys-Overland Motors, foreseeing an expanding market in Canada, hopes to establish a plant there in the near future, with Canadian capital financing the development. The company sold more than 7,000 jeeps there between April and September, and reports that more than 4,200 of these are being used on farms.

Walter D. Appel, chief engineer of Willys-Overland, insists that higher costs have paved the way for the advent of the smaller car. The automotive industry, he contends, can't successfully continue to build 4,000,000 large cars annually at prices the average man cannot shoulder.

* * *

Select-O-Gram, Inc., with offices in Hartford, Conn., expects to have a few of its new pre-selection time control clocks for radios on the market by Christmas time—and a bigger volume early in 1948.

The gadget has 24 buttons, one for every half hour of a 12-hour period, which can be set so that the radio dial automatically changes to any one of four or five desired programs during the entire period. Added feature: the buttons can also be set to turn off the radio at any desired time.

Select-O-Gram will handle sales and distribution of the invention, which was perfected by C. Graham Montgomery and Louis W. Webber of West Hartford.

* * *

One disc jockey who won't be hurt and even stands to gain by the AFM ban on recordings is Art Raymond, who runs "Tico Tico Time" programs of Latin American music over WLIB and WINS in New York. Most of his recordings are cut in Latin American countries.

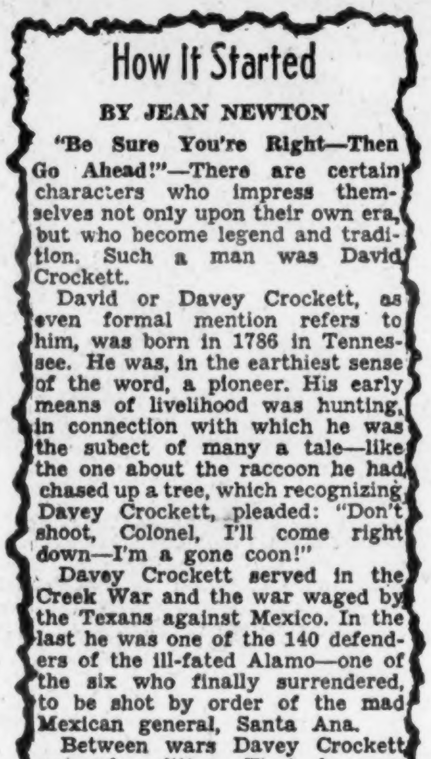
Production Men's Club Installs New Officers

The Production Men's Club of New York held the installation of new officers at its annual dinner dance Nov. 15.

New officers are: President, Marvin B. Fauerbach, J. D. Tarcher & Co.; vice-president, Bernard M. Ryan, Benton & Bowles; treasurer, William Brickler, Grey Advertising Agency; recording secretary, John J. Farley, Carl Reimers Company, and corresponding secretary, Henry J. Griffin, Harry Serwer Advertising Agency.

Names Cunningham

Joe Cunningham, formerly director of the personal service bureau of the *Chicago Sun*, has been named sales promotion and publicity director of Quarrie Corporation, Chicago, publisher of the "World Book Encyclopedia" and "Childcraft," a division of Field Enterprises.


How It Started
BY JEAN NEWTON

"Be Sure You're Right—Then Go Ahead!"—There are certain characters who impress themselves not only upon their own era, but who become legend and tradition. Such a man was David Crockett.

David or Davey Crockett, as even formal mention refers to him, was born in 1786 in Tennessee. He was, in the earthiest sense of the word, a pioneer. His early means of livelihood was hunting, in connection with which he was the subect of many a tale—like the one about the raccoon he had chased up a tree, which recognizing Davey Crockett, pleaded: "Don't shoot, Colonel, I'll come right down—I'm a gone coon!"

Davey Crockett served in the Creek War and the war waged by the Texans against Mexico. In the last he was one of the 140 defenders of the ill-fated Alamo—one of the six who finally surrendered, to be shot by order of the mad Mexican general, Santa Ana.

Between wars Davey Crockett entered politics. First he was elected to the Tennessee Legislature, later to Congress. In both, the unlettered backwoodsman distinguished himself for his shrewdness, native intelligence, wit and independence. He dressed according to his own preferences, regardless of unfavorable opinion, and voted according to his own judgment rather than follow the dictates of party leaders. He defied the mighty Jackson himself, in consequence of which he lost his seat in Congress, altho this was later regained.

In 1834, Davey Crockett dictated or authorized his autobiography, in which he left us the now well-known maxim:

"I leave this rule for others when
I'm dead,
Be always sure you're right—
then go ahead."

CAPPER'S WEEKLY
MARCH 29, 1947

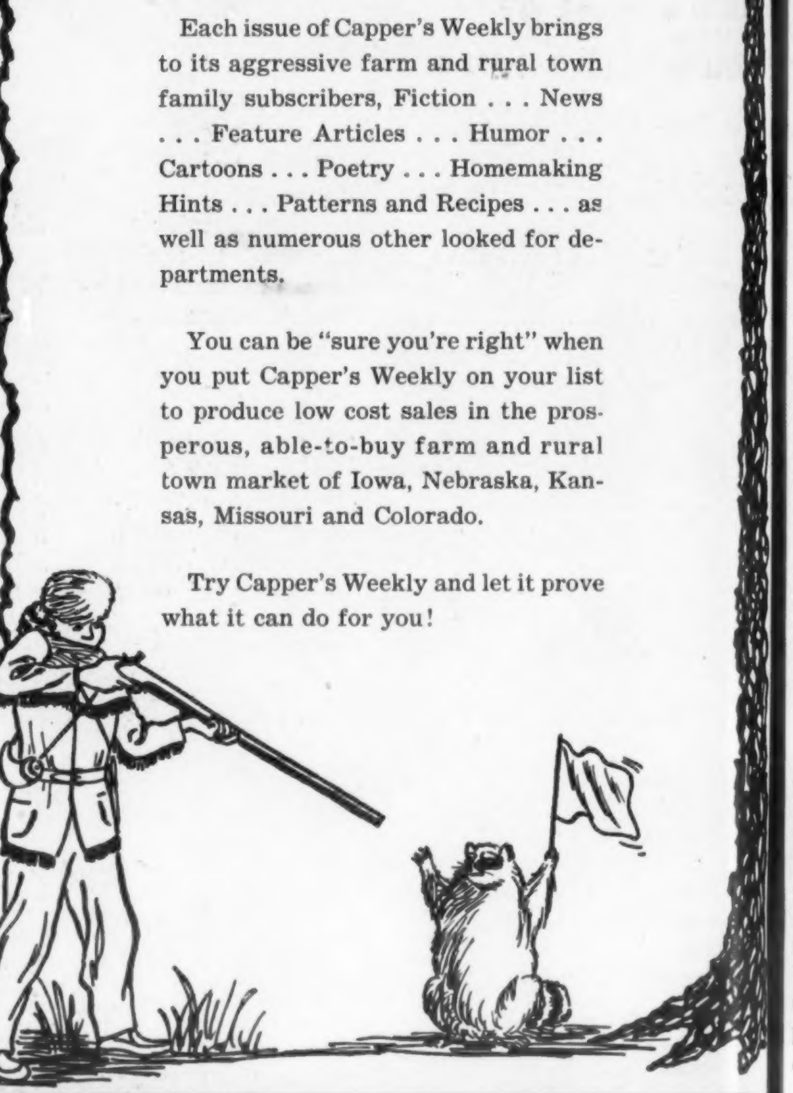
Davey You Have Something There, Boy!

Mr. Space Buyer, take a tip from old Davey's sound philosophy. Investigate Capper's Weekly. Try a test schedule and we'll wager you'll find, "You're right and then go ahead" and use it regularly, because it makes the sale!

Each issue of Capper's Weekly brings to its aggressive farm and rural town family subscribers, Fiction . . . News . . . Feature Articles . . . Humor . . . Cartoons . . . Poetry . . . Homemaking Hints . . . Patterns and Recipes . . . as well as numerous other looked for departments.

You can be "sure you're right" when you put Capper's Weekly on your list to produce low cost sales in the prosperous, able-to-buy farm and rural town market of Iowa, Nebraska, Kansas, Missouri and Colorado.

Try Capper's Weekly and let it prove what it can do for you!



CAPPER'S WEEKLY
Feature News Weekly Of The Rural Midwest
TOPEKA . . . 912 Kansas Avenue . . . KANSAS
It makes the Sale!

British Discover People Are Fed Up with Negative Ads

LONDON — "The domestic consumer throughout the past five years has had just about enough negative propaganda. Housewives are no longer responsive to posters and national campaigns. . ."

Sir Guy Nott-Bower of the Ministry of Fuel & Power was discussing the results of a drive devoted exclusively to getting people to set a low consumption figure for the use of electricity and gas to conserve fuel. The campaign aimed at having the people check up on themselves by reading their meters.

It seems that in checking on the results, Sir Guy found that many housewives did not know where their meters were, did not care, and did not mind saying so.

As an alternative to the slogans, ads and posters "because the housewife is sick of it all," Sir Guy is setting up more than 100 local joint economy committees to carry on local drives.

Another sign of the prevailing mood was seen in a comment by S. J. Dunbar, who, writing to the *World's Press News,* said that commercial broadcasting should be established here immediately because "commercial broadcasting would provide an influx of much coveted American dollars."

Becomes Co-op Show

"Doctor's Orders," which dramatizes various types of illnesses and is heard Sundays 1:15-1:30, is the first program to be placed on all 23 stations of the Yankee Network under a cooperative sponsorship. The program has been sponsored for the past three years by Blanding & Blanding over Yankee's Providence station, WEAN. Providence will continue to carry the program at its new time under the same sponsor.

As a user of Words

You will be thrilled

By the Words of . . . .

A MAN WHO MADE A FORTUNE WITH *WORDS, NAMES* AND *MEN*

as he tells you of his business experiences in that interesting book *"Teacher of Business."*

This man who built one of America's most successful business publishing properties — The McGraw-Hill Publishing Company — is none other than James H. McGraw.

The size of this book is 6¼ x 9¼— It is bound in a beautiful green simulated leather with title and sub title printed in gold ink on the front cover.

An autographed photograph of Mr. McGraw worth framing is reproduced on a front inside page. This book will make a useful, permanent addition to your business and home library.

$1.00 per copy

Advertising Publications, Inc.
100 E. Ohio St. Chicago 11, Ill.

FILL IN AND MAIL THIS COUPON TODAY

Advertising Publications, Inc.
Div. 922
100 E. Ohio St., Chicago 11, Ill.

Gentlemen:

Please send me.......copies of "Teacher of Business". Enclosed is $..........

Name ....

Title ....

Company ....

Address ....

City.......... Zone...... State......

Haire Buys 'Post'

General Newspapers, Inc., has sold its majority stock in the *Post,* Wilmington, N. C., to Joseph C. Haire, publisher of the *Post.* Mr. Haire also has been elected president of Post Publishing Company.

Phinney-Walker to Moss

Phinney-Walker Company, New York, manufacturer of clocks, has placed its advertising with Moss Associates, New York. Trade publications, direct mail and point-of-sale displays will be used.

Promotes Menge to V.P.

C. H. Menge, general sales manager of Murray Corporation of America, Detroit, for the past 15 years, has been named vice-president in charge of sales.

Peter Paul, Inc., Buys MBS News

NEW YORK—Peter Paul, Inc.'s "Three Edition Newscast" made its debut last Monday over Mutual.

The 15-minute program is heard three times weekly — Monday, Wednesday and Friday at 8 a.m. —over the full MBS network of nearly 450 stations. The Connecticut candy manufacturer bought the time through Platt-Forbes, Inc.

Carl Caruso, New York, handles the program for listeners in the East. In the Midwest the radio audience will hear Robert F. Hurleigh from Chicago. The West Coast broadcast originates from Los Angeles, with Harry W. Flannery at the mike.

Cockfield Promotes Two

Murray Turner has been appointed manager of the Winnipeg office of Cockfield, Brown & Co., succeeding Harry Lavender, who has been made western consultant of all offices of the agency. Mr. Turner has been associated with the agency in both the Winnipeg and Toronto offices.

Signs with WABD

Tele-Trading Post, a New York mail order company, has bought a series of one-minute spots over WABD, DuMont's New York television station. Announcements will serve, catalog fashion, to acquaint customers with the company's merchandise. Time was bought direct.

BEGINNER'S LUCK ?

No! Any amateur can set

FOTOTYPE

All letters in each line are quickly assembled and automatically aligned in special composing stick ready to paste to the finished art. Ideal for heads. Available in transparent or opaque letters. This ad set with Fototype in just 25 minutes! WRITE FOR FREE CATALOG

FOTOTYPE CHICAGO

1415 ROSCOE ST., CHICAGO 13

The Oregonian
LIQUOR HEAD
NAMES SHULL

★ **HABERDASHER SELLS THE WOMEN AND THE BOYS**

Weiner's—with an enviable reputation as men's clothiers—has concentrated advertising in The Oregonian to rapidly gain sales success in newer departments, boys' wear and women's fashions. This leading Portland store now uses 64% of its newspaper space in The Oregonian—an increase of 514% since 1942. For Weiner's, The Oregonian's circulation leadership and exceptionally high readership have brought proved *results.* Growth in sales has necessitated an enlargement of 6700 square feet in selling space. You, like Weiner's and many other on-the-ground advertisers, can profit by The Oregonian's *selling power.* Place this dynamic medium at the very top of your advertising *must* list.

FIRST in circulation Daily and Sunday

FIRST choice of informed advertisers

The Oregonian
PORTLAND OREGON

The Great Newspaper of the West

REPRESENTED NATIONALLY BY
MOLONEY, REGAN & SCHMITT, INC.

Europe Needs Tractors, Not Wheat, Ad Says

NEW YORK—Charles A. Koons & Co., steel and machinery exporter, declares in an advertisement in the November *Fortune* that "heavy exports of farm machinery—especially tractors" are an answer to the problem of hunger overseas and rocketing food prices at home.

Europe needs 12,000 heavy tractors and 14,000 light tractors, the ad says, adding that the 26,000 tractors would enable Europe to increase grain production a "conceivable 250,000,000 bushels." That would reduce American wheat exports 55%, and lower the price index.

The copy points out that so far France has been able to deliver only one locomotive since the war's end, and her tractor industry is in much the same condition.

Reprinted in Column

The Koons ad was placed by Terrill Belknap Marsh & Associates, and was written by Schuyler B. Patterson. Mrs. Eleanor Roosevelt used the advertisement as the basis for her column Nov. 2, commenting: "A magazine advertisement this month attempts to bring home to people a fact which many of us had hoped the business and agricultural world would face some time ago. . . The proposal to export more machinery rather than more wheat sounds like common sense to me. . ."

The copy is also scheduled for *Steel.*

Rolf Nordling, president of the Comite National de L'Organization Francaise and vice-president of the Manufacturers Association of France, said France must import 200,000 tractors, 50,000 motorized cultivators, and 300,000 "motorized vehicles" before 1950.

M. Nordling, here on a 30-day visit to check on distribution methods, is also an executive member of Lorraine Compounds, which recently started to test a new wool-wash compound called Tern through J. M. Mathes, Inc. (AA, Oct. 6) in six New England cities. Tern was developed before the war by Solitaire Company, Seine, France, of which M. Nordling is chairman and president.

Wallace & Sons Shifts

John F. Banks has been named assistant general sales manager of R. Wallace & Sons Mfg. Company, Wallingford, Conn. Lynn D. Hepinstall has been appointed assistant sales manager in charge of operations on the West Coast, succeeding Charles G. Baumie, who has been named general works manager of the Wallace factory. Mr. Banks will continue as sales manager of the hotel division in addition to his new duties.

Names Kopmeyer Agency

M. R. Kopmeyer Company, Louisville, has been named to direct the advertising of Silver Fleet Motor Express, Louisville. Direct mail, trade publications and transportation magazines will be used.

Building Supply News 1st
Big Success Nationally
6

You can spread the prestige of your products in the magazine acknowledged the biggest success

NBC Promotes Evans

Jacob A. Evans, assistant manager of network sales promotion, has been appointed audience promotion manager of National Broadcasting Company, New York. John K. Montmeat, formerly a copywriter at Remington Rand Company, has been named to succeed Mr. Evans in the network sales promotion post.

Wilson Joins B&B

Lyndall Wilson, formerly in charge of sales promotion and merchandising for co-op programs at American Broadcasting Company, New York, has joined Benton & Bowles, New York, as assistant to Richard K. Bellamy, manager of publicity.

'Chicago Market Daily' Appoints Three

Clark B. Kelsey has been appointed editor-in-chief of the *Chicago Market Daily,* distributed at the American Furniture Mart, Chicago, during the semi-annual markets.

Oscar Lundy, on the Chicago staff of *Retailing Home Furnishings,* has been named managing editor, and Col. Reed G. Landis has been appointed business manager. The three man team will function as an augmented public relations department at the Mart between market periods.

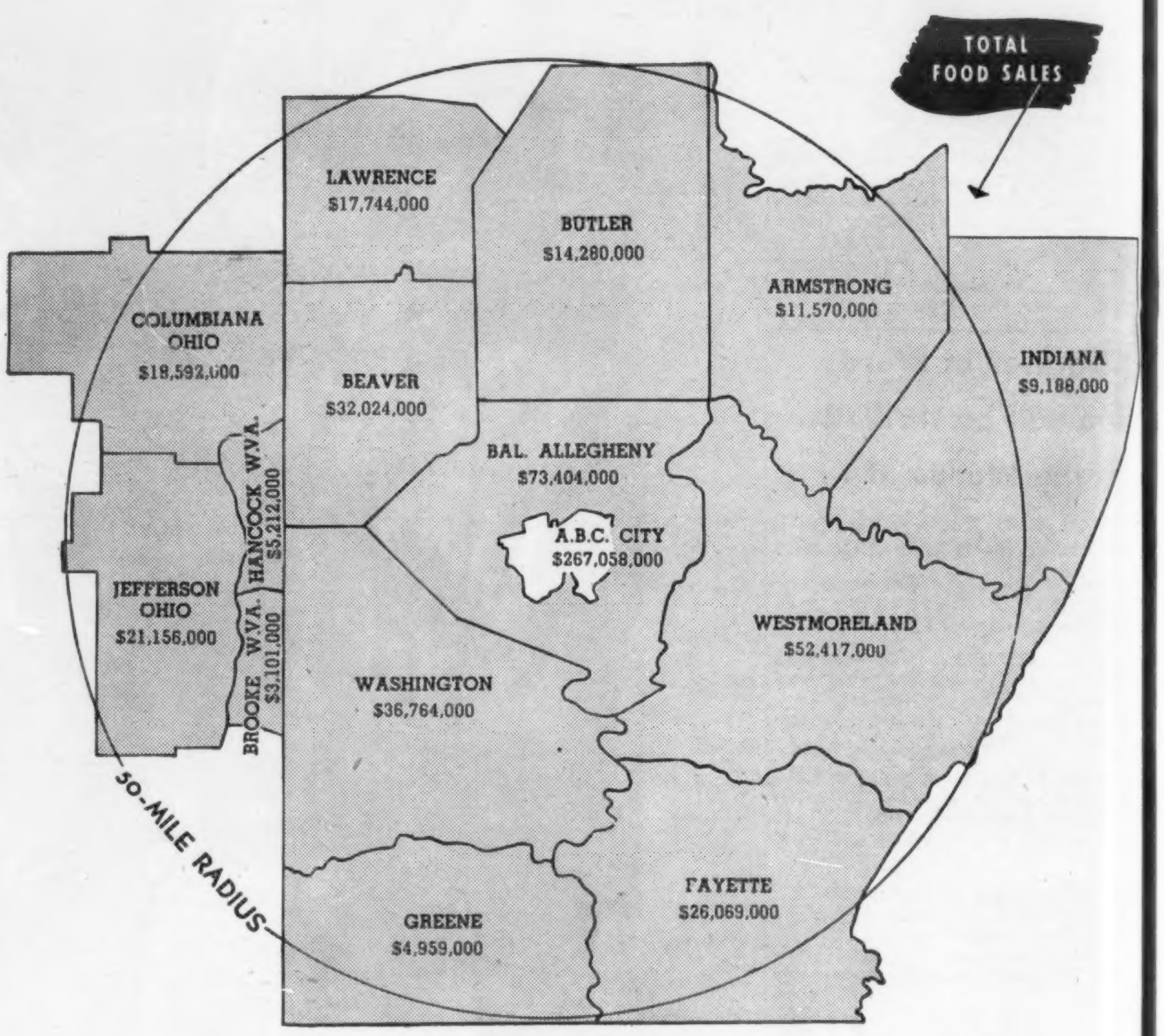
PROMOTION PALS—Judging by this lineup of silks, promotion managers are not the most conservative elements of newspaper publishing. Left to right, at the Columbus, O., conference of the National Newspaper Promotion Association are Carl P. Himmelman, Cleveland Plain Dealer; Harold Reisz, Cincinnati Post; L. F. Newmyer, Toledo Blade, and J. M. Wynn, Louisville Courier-Journal.

Business Good, Daily Promotion Managers Agree

COLUMBUS—Newspaper promotion managers gathered here for the midwest conference of the National Newspaper Promotion Association agreed that the big problems of newspapers still center around typographic problems and paper supply. Business, the 60-odd participants agreed, is good now and gives every indication of remaining so.

Following the conference's usual custom, the program, arranged by Ramon S. Cram, *Columbus Dispatch,* conference chairman, and Frederick N. Lowe, *Pittsburgh Sun-Telegraph,* program chairman, consisted of a score or more of short, meaty talks discussing every phase of circulation, editorial, advertising and public relations promotions, with plenty of time for informal questions and discussions from the

you'd call a psychiatrist



☐ **INSIDE MARKET (ABC City of Pittsburgh)**

Total Food Sales . . . $267 Million

COVERAGE ACHIEVED BY TWO PITTSBURGH EVENING PAPERS

95% (9 out of 10 Families)

▨ **OUTSIDE MARKET (Rest of 14 Counties)**

Total Food Sales . . . $326 Million

GREATEST COVERAGE BY ANY PITTSBURGH DAILY NEWSPAPER

21% (2 out of 10 Families)

Sources: Sales Management 1947 Survey Buying Power, 1940 Census, ABC 12 mos. ending Mar. 31, 1947

floor.

An unusual screen presentation of a public relations story of the *Toledo Blade,* presented by Le Roy Newmyer, keynoted one session, while Pierre Martineau, *Chicago Tribune,* told how the newspaper discouraged complimentary ads and made no attempt to secure special advertising in connection with its 100th anniversary, although the event was the basis for an astonishing number of civic and special events.

The group took time out between sessions to attend the Indiana-Ohio State football game and to spend an evening at the famed Wigwam, well known country estate which belongs to the owners of the *Columbus Dispatch.*

AT COLUMBUS NNPA SESSION—E. W. Burwell (left), circulation director, Columbus Dispatch, talks to two New York staters at the midwest meeting of the National Newspaper Promotion Association. His listeners are J. David Hogue, publisher, and Cyrus H. Favor, promotion manager, of the Utica Observer-Dispatch.

50 Club Elects Berry

William Berry, secretary of the Keystone Automobile Club, has been elected president of the 50 Club, Philadelphia, an organization of public relations and advertising men. Other officers elected are: Robert Pryor, advertising manager of Station WCAU, vice-president; John P. Meagher, public relations director of Station KYW, secretary, and George J. Watts Jr., public relations director of the Corn Exchange National Bank & Trust Company, treasurer.

Video Coverage Wins Politicos for Philadelphia

PHILADELPHIA—A guarantee of television coverage in 13 states for the two presidential conventions was a major factor in convincing both the Republican and Democratic National Committees to hold their conventions in this city, according to Roger W. Clipp, general manager of the *Philadelphia Inquirer's* radio and television stations, WFIL and WFIL-TV.

Mr. Clipp, as spokesman for the Mayor's Citizens' Committee, placed the city's bid before both the Republican and Democratic committees. He pointed out that Philadelphia was the only city bidding for the conventions that could guarantee such coverage. Moreover, he said, two of the leaders in television research and production (RCA and Philco) are located in or near the city, and that most of the video equipment and trained personnel are in the East. He said that a pool of 130 skilled operators would be required to provide adequate video coverage for the conventions.

Mr. Clipp estimated that it would require $117,000 to finance television for both conventions, and that the added expense of a midwestern relay would increase the cost by at least $175,000.

Television will enable an additional 25,000 to view convention proceedings in this city alone, with activities in Convention Hall being carried to large screen receivers in other parts of the building and to adjacent Commercial Museum.

Solventol to Ross Roy

Solventol Chemical Products, Inc., Detroit, manufacturer of industrial, commercial and household cleaning compounds, has named Ross Roy, Inc., Detroit, to direct its national advertising, using *Good Housekeeping* for the most part. Test campaigns will be launched in Chicago, Pittsburgh and other major centers, tied up with a sampling schedule through grocers and other outlets. After February, newspapers and radio in approximately 300 communities will be used, plus grocery, hardware, paint and department store business papers.

Names Edna Herbst

Edna A. Herbst, formerly promotion and program director of Iowa Tall Corn Network, has been named promotion and publicity director of Stations KCRG and KCRK (FM) to be operated by the Gazette Company, Cedar Rapids.

Sets '48 Plastic Show

The Third National Plastics Exposition, sponsored by the Society of the Plastics Industry, will be held Sept. 27-Oct. 1, 1948, in Grand Central Palace, New York.

Plans Sales Clinic

The Sales Managers' Association of Milwaukee will sponsor a one-day sales clinic Dec. 4 at the Milwaukee Elks Club. The theme of the all-day session will be "Better Selling Through Better Management."

. . if a client did it!

Picture yourself going lavish on a client—breast of guinea at the city's finest bistro—and then in the midst of such gastronomy, the character rises and says, "Let's finish eating out at Joe's hamburger joint."

You'd call a psychiatrist, if this ever happened; but of course it's fantastic—unless you consider the advertising in Pittsburgh, which leaves a feast of city families to munch a meagre outside diet.

True, it gains about 5% extra coverage outside the city, in this 14-county market, with the morning-evening combination; but that small advantage makes it miss a great part of the 95% city coverage it could get with the two evening papers.

In retail food dollars, for example, if morning-evening duplication robs it of only 30% city coverage, it's passing up a feast of 80 million cold cash inside, to nibble on 16 million, the 5% outside.

May we serve you *our* menu, sir?

Pittsburgh Sun-Telegraph

OUTsells because it EXcels

EPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE • OFFICES IN PRINCIPAL CITIES

bright idea

right printer

. . . action

EXCELLO PRESS INC.
LITHOGRAPHERS • PRINTERS • BINDERS
450 NO. HOMAN AVENUE, CHICAGO 24, ILL.

Keep Sales on the go • call Excello • Van Buren 8790

WMIN Appoints Levitan

Sam L. Levitan, formerly sales promotion manager of Station KSTP, Minneapolis-St. Paul, has been appointed director of operations and advertising counselor of Station WMIN, Minneapolis-St. Paul.

NOW OVER
90,000
CIRCULATION (CURRENT AVERAGE)
ST. JOSEPH NEWS-PRESS
St. Joseph Gazette

Farrell Publishes 'Tom Breneman's'

New York—The first issue of Tom Breneman's magazine, Farrell Radio Magazines' new pocket-size periodical, will come off the presses in December.

Advertising in the magazine has been sold at the rate of $312 per page, with a guaranteed circulation of 250,000. Advertising copy will make up 10% of the December number.

Some $25,000 in prizes will be offered in a contest to find a permanent name for the magazine, which will be edited by Mr. Breneman, master of ceremonies of ABC's "Breakfast in Hollywood."

Farrell also publishes *The Woman* and *Everybody's Digest.*

Belmont Names Hartman

G. L. Hartman, for the past five years merchandise manager of Firestone Tire & Rubber Company, Akron, has been appointed general sales manager of Belmont Radio Corporation, Chicago, subsidiary of Raytheon Mfg. Company.

Houston [The South's No. 1 Market]

"...has never had a Depression"

See HOUSTON in the Headlines

"Vigorous growth along the 600-mile oil-gas-chemical rich Texas Gulf Coast is sound security for the $600,000,000 construction program Houston is pushing full blast with pneumatic hammer and bulldozer . . . Economic Center of the Coast and largest city of Texas, Houston is one of the fastest growing centers in the nation . . . A wartime 32 per cent population increase was no greater than Houston's normal rate and has continued since the war, giving Houston a population of . . . 700,000 in its metropolitan area . . . Economists say the city has never had a depression . . . "

—Christian Science Monitor, August 28, 1947

Sell HOUSTON IN THE CHRONICLE!

Houston, by far the South's largest and richest market, is growing very rapidly — but its growth is sound. One medium, The Houston Chronicle, reaches all levels and corners of this rich market with exceptional efficiency. That's one reason why The Chronicle, for 34 consecutive years, has been first among Houston newspapers both in advertising and in circulation.

The Houston Chronicle
LARGEST CIRCULATION IN TEXAS

R. W. McCARTHY
National Advertising Manager
THE BRANHAM COMPANY
National Representatives

The Houston Market is sold when your story is told . . . in The Chronicle

HOUSTON'S LEADING NEWSPAPER FOR 34 YEARS

BBB TRIBUTE—Mayor William O'Dwyer of New York pays tribute to the New York Better Business Bureau on the 25th anniversary of its work to protect the consumer. Others shown with him are Brig. Gen. Julius Ochs Adler, vice-president and general manager, New York Times (left), and Bernard Gimbel of Gimbel Brothers department store group.

Adds New Service

The press and public relations office of Francis Marquis, New York, has established an additional creative department to service textile and style houses with original fabric and fashion designs. The new department is under the direction of Marie-Helene, Paris couturiere, textile designer and fashion artist.

'Ebony' Boosts Rates

Effective with the February, 1948 issue, *Ebony,* Chicago, will increase its basic page rate from $800 to $1,000, with a new guaranteed circulation of 350,000.

Omits Advertising

The Monday morning and evening editions of the *Fort Worth Star-Telegram* will omit all national, local and classified advertising "for the duration of the newsprint emergency," the newspaper has announced.

KLEE Fills Key Posts

Ray Bright, formerly commercial manager of Station KTRH, Houston, has been appointed general manager of Station KLEE, Houston. Winthrop Sherman has been named program director and Paul Huhndorff, chief engineer.

The KEY to the 2½ BILLION DOLLAR POULTRY INDUSTRY MARKET is POULTRY supply dealer
Pioneer Business Paper Serving The Poultry Industry
BURRIDGE D. BUTLER, Publisher
1230 Washington Blvd., Chicago 7, Illinois
Write on Business Letterhead For Market Data Folder

First

OAKLAND TRIBUNE

IN METROPOLITAN OAKLAND

3rd LARGEST MARKET ON THE PACIFIC COAST

The Oakland Tribune alone covers the rich and growing Metropolitan Oakland market (Alameda County) where retail sales totaled $925,307,000 in 1946.* Most important, the Oakland Tribune reaches into the home with 73.6% of its total Sunday and 74.9% of its total daily circulation home delivered.

*Sales Management Survey of Buying Power 1947

TOTAL NET PAID CIRCULATION
DAILY 147,308 SUNDAY 161,002
(A.B.C. Publisher's Statement, March 31, 1947)

Oakland Tribune
WILLIAMS, LAWRENCE & CRESMER CO.
National Representatives Including Sunday Magazine Section

Radio Station Representatives Set $50,000 Fund

NEW YORK—Having voted a preliminary budget of $50,000 for its initial work, the newly organized National Association of Radio Station Representatives is readying a promotion campaign for spot broadcasting.

Plans for this drive will be presented to the association at its next meeting Dec. 10, by its executive committee.

Officers elected for the first year include Paul H. Raymer, Paul H. Raymer Company, president; H. Preston Peters, Free & Peters, vice-president; Lewis Avery, Avery & Knodel, treasurer, and Joseph J. Weed, Weed & Co., secretary.

These and the following will comprise the executive committee: Eugene Katz, Katz Agency; Edward Petry, Edward Petry Company, and Adam J. Young, Adam J. Young Jr., Inc.

RAMBEAU ASSAILS INDUSTRY 'PLAYBOYS'

CHICAGO—William G. Rambeau, head of William G. Rambeau Company, made it crystal clear recently that his firm has not joined the National Association of Radio Station Representatives and has no intention of doing so, though its name was linked with the group at first.

In a letter to H. J. Brennan of Station WJAS, Pittsburgh, who sought his opinion about the association. Mr. Rambeau commented that "Radio has been vigorously campaigning against government interference and clamoring for 'free radio,' so imagine Mr. Justin Miller's embarrassment when an association of representatives appeals to the government to protect them from the big bad networks."

"I hang my head in shame over this company's name having been associated even erroneously with this stupid enterprise," he added. "I ask in all sincerity why no protest was made when the newspaper representatives entered the spot radio field."

Stations that need spot business, said Mr. Rambeau, "are not going to find the kind of aggressive sales representation and promotion necessary to combat the increasing competition from many sources either from the playboys, the newspaper representatives or the networks' spot service departments." He added that "when the representatives want to get together on a plan to clean up the representative business and promote the sale of some radio time, we will be interested, but not until then."

Gets Food Account

Al Paul Lefton Company, New York, has been named to direct the advertising of Claridge Food Company, Flushing, L. I., packer of broiled hamburgers and a diversified line of meat products. Radio, newspapers, subway cards and magazines will be used.

Forms Dallas Agency

Jack Johnson Advertising Company has been established at 4017 Cedar Springs, Oak Lawn, Dallas, by Jack Johnson, formerly with the *Register*, Gainesville, Tex.

Simons Adds Duties

George E. Simons, advertising manager of the air conditioning department of General Electric Company, Bloomfield, N. J., has been appointed head of community and employe relations in addition to his present duties.

Leaves Buchanan

John Kettlewell has resigned as vice-president in charge of the Chicago office of Buchanan & Co. His future plans will be announced later.

Stayon Names Doner

Stayon Products, Inc., manufacturer of crib sheets made with tailored-in hospital corners, has placed its advertising with W. B. Doner & Co., Chicago. Trade publications, magazines and direct mail will be used.

Joins Behel & Waldie

Charles E. Huwen, who formerly operated his own agency, Huwen & Associates, has joined Behel & Waldie & Briggs, Chicago, as an account executive.

Appoints Sanders

Ray Sanders has been appointed general manager of Pacific Chemical Company, Los Angeles, manufacturer of Hypro bleach and Pronto bowl and drain cleaner. Pacific Chemical is a division of American-Marietta Company.

LANTERN SLIDES
2" x 2" – 3¼" x 4"
BLACK & WHITE, KODACHROME
For Presentations
Sales Meetings
Television, etc.
HAYNES-PROVOST STUDIOS
18 EAST 41st ST., NEW YORK 17, N. Y.
Telephone: LExington 2-5579

LOOK IT UP
in the basic sources
OF MARKET INFORMATION

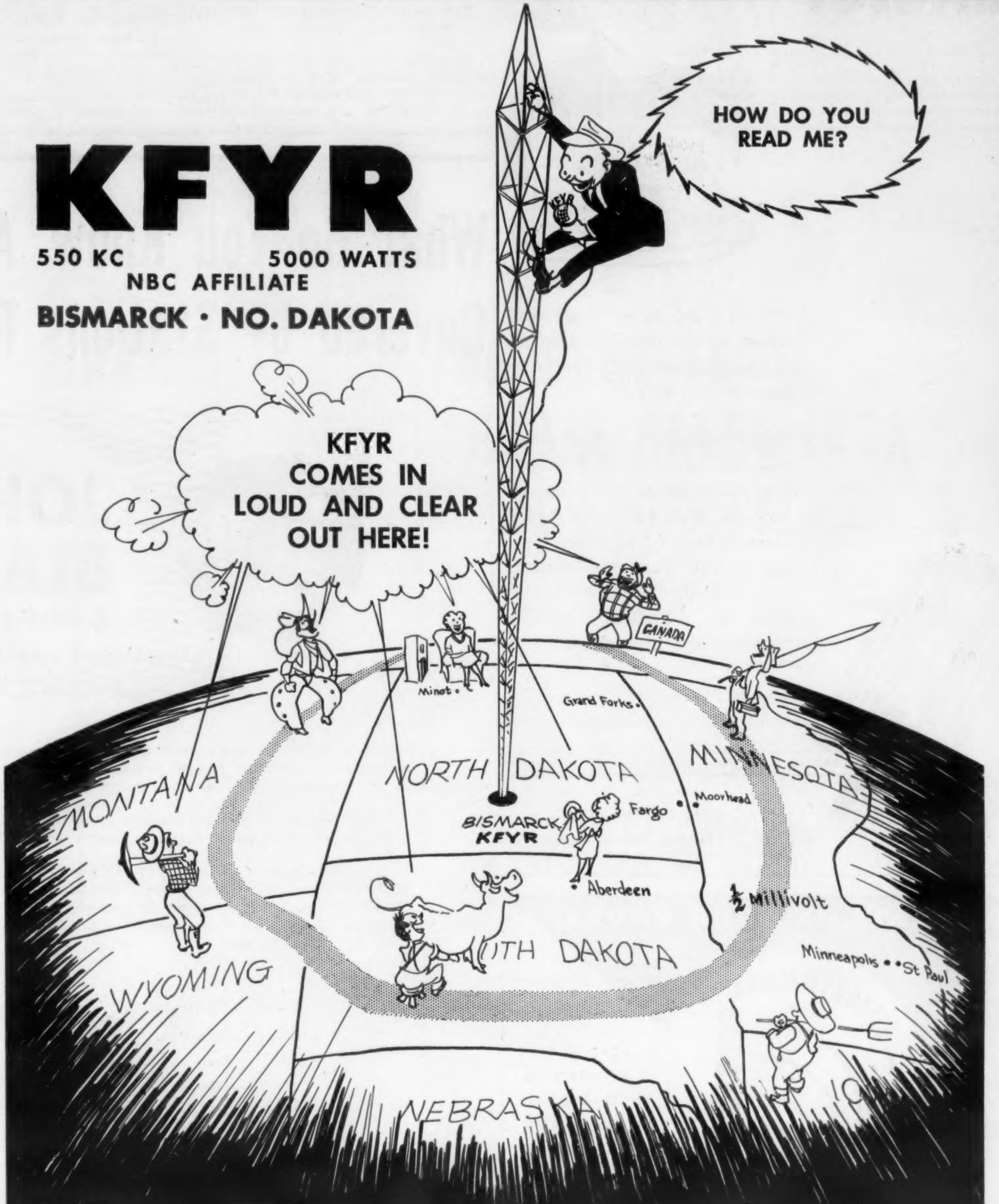
Advertising Age
1947 Consumer
MARKET DATA BOOK

★ Advertising Age's
CONSUMER MARKET DATA BOOK

Industrial Marketing
1948 Industrial
Market Data Book Number

★ Industrial Marketing's
INDUSTRIAL MARKET DATA BOOK

KFYR
550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK · NO. DAKOTA



Yes - KFYR comes in loud and clear in a larger area* than any other station in the U. S. A.

* An excellent frequency (550 KC), a 704 foot antenna, and a location right in the center of the best soil conductivity area in the United States — all combine to give KFYR a ½ millivolt coverage area larger than any other Radio Station in the United States regardless of power! And within that area the farm income alone will be close to TWO BILLION DOLLARS for 1947! Seed your advertising dollars in this rich portion of the United States and Canada and reap a bumper crop in return. Ask any John Blair man for availabilities.

Expands Spot Radio

Fruit Industries Ltd., Los Angeles, has expanded its spot radio campaign from Utah markets to Dayton, Springfield and Youngstown, O., for F I wine. Schoenfeld, Huber & Green, Chicago, is the agency.

Steel Firm Ups Craig

Lee T. Craig, assistant general sales manager of the Steel Company of Canada, has been appointed general sales manager, with headquarters in Hamilton, Ont. He succeeds the late D. B. McCoy.

CBS Makes Play for Comedy Lovers

NEW YORK—CBS hopes to make Friday night the night for laughs on that network.

Columbia, which lost some of its top comedy and variety shows to NBC last spring, is working to line up a strong comedy schedule on a night when competition in the latter category is slight.

First move in this direction was made by General Foods Corporation, which has signed Danny Thomas to fill the 8:30 p.m. segment starting Jan. 2. He is a replacement for the "Thin Man," heard currently in the spot through Young & Rubicam, which also put together the new show.

This will follow another General Food's laugh provoker, "Baby Snooks."

Effective Nov. 27, Procter & Gamble switches "FBI in Peace and War" to Thursday at 8 p.m. to fill the period now occupied by Roma Wine Company's "Suspense," which has been dropped. Ozzie and Harriet, sponsored by International Silver Company, will move into the Friday 9:30 p.m. spot to be vacated by "FBI." They are now heard Sundays at 6 p.m. over Columbia.

Other CBS Friday night merrymakers include Spike Jones and Dorothy Shay, who cavort for the Coca-Cola Company at 10:30 p.m.

WNBC Promotes Harris

Murry Harris, field promotion manager of Station WNBC, New York, for the past year, has been named publicity director. He succeeds Bob Davis, who resigned to head the radio and television departments of Carl Byoir & Associates, New York.

Appoints John Farr

John B. Farr, formerly eastern sales manager of the Illustravox division of Magnavox, has been named sales manager of Automatic Projection Corporation, New York, manufacturer of Soundview.

Outdoor Drive to Stress Kleenex Brand Identity

International Cellucotton Products Company, Chicago, will use outdoor advertising for the first time beginning in January to clarify the fact that Kleenex is a brand name and not a product classification. The 24-sheet posters featuring the cartoon character, Little Lulu, now copyrighted by the company, will be seen from coast to coast.

Foote, Cone & Belding, Chicago, is the agency.

Name Armstrong Agency

Davis Regulator Company, Chicago, has named Armstrong Advertising Agency, Chicago, to handle the advertising of its pressure regulators, liquid level controllers and automatic valve specialties. The agency also has been appointed to direct the advertising of Chicago Float Works, Inc., promoting its line of stainless steel, monel, nickel, copper and steel floats used in the operation of valves and other liquid level control equipment.

WDAY
25th Anniversary

OUR 25 YEARS HAVE GIVEN US MAGIC!

If you want to see some real stunts in the way of advertising results, ask for a performance by WDAY.

What with 25 years of practice, we know what it takes. Big talk? Well, according to surveys, *WDAY is the 6 to 1 favorite in the Red River Valley* — and when any station gets listener preference like that, the advertising results become just automatic.

Let us prove it — or ask Free & Peters.

FARGO, N.D. NBC . . 970 KILOCYCLES . . 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

WHITEHALL
2300

TRY THIS ON YOUR PHONE

. . You will find it a satisfying number because it opens the quick, sure way to the complete and economical handling of your production requirements.

. . . *Write or Phone for one of our Representatives*
—Let us show you samples of work we are doing for successful institutions.

FAITHORN CORPORATION
Ad-Setters • Engravers • Printers
400 N. Rush St., Chicago 11 • Whl. 2300

ENGRAVING AD-SETTING 3 in 1 PRINTING

DAY AND NIGHT SERVICE

What Do You Know About Markets Covered by Stations Represented by

SPOT PROGRAMS SELL PRODUCTS

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

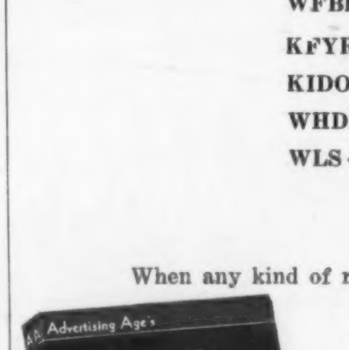
Is purchasing power there above the national average? Has the population doubled, dropped, or stood still? Are the people in these markets buying more cars than people in other markets? What is the primary trading area?

How effectively do these stations cover their markets? What results have they produced for advertisers? Are their rates in line with costs in similar markets?

In the pages of *Advertising Age's* CONSUMER MARKET DATA BOOK a number of Blair-represented stations tell their sales story alongside the market data presented by our editors. You learn about the markets they cover and about the stations themselves very quickly when you reach for your CONSUMER MARKET DATA BOOK . . . data about these stations:

WFBR — Baltimore, Md.
KFYR — Bismarck, N. D.
KIDO — Boise, Idaho
WHDH — Boston, Mass.
WLS — Chicago, Ill.
Don Lee Broadcasting System Los Angeles, Calif.
WOW — Omaha, Nebr.
WDBO — Orlando, Fla.
KOY — Phoenix, Ariz.
KDYL — Salt Lake City, Utah
WFLA — Tampa, Fla.

When any kind of research problem concerned with consumer markets presents itself, *Advertising Age's* CONSUMER MARKET DATA BOOK is the first place to look. The basic information you need is there, arranged in convenient order so that you can find what you want quickly and easily. Nearly 500 pages of data, charts, maps, tables, diagrams and facts! Keep your copy where you can use it constantly — for information about both markets and media!



Advertising Age's
CONSUMER MARKET DATA BOOK
100 EAST OHIO STREET, CHICAGO • 330 WEST 42nd STREET, NEW YORK

QUICK WORK—Distances melt when David Laux, vice-president and advertising director of Sports Afield, sets off for distant points in his personal plane.

Laux Cuts Time Short by Flying His Own Airplane

WICHITA—The growing use of personal airplanes for business purposes includes their application to the advertising and publishing fields. One of the most enthusiastic business fliers is David N. Laux, vice-president and advertising director of *Sports Afield,* who flies a Beechcraft Bonanza, and who is enthusiastic about the advantages which this mode of travel offers in fast coverage of a large part of the country.

"For me," he said while on a recent visit to the Beech plant, "your Bonanza reduces the size of the United States to the size of the state of New Jersey. This really counts when you consider the fact that *Sports Afield* has offices in Los Angeles, Chicago, San Francisco, Minneapolis, Detroit, Atlanta and New York. I spend about a third of my time in New York, a third in Minneapolis and the remaining third in covering the rest of the country."

Necessary Business Tool

Dave Laux speaks as a man who knows airplanes. He's owned six himself. He's flown for some 15 years. And his outstanding Army Air Forces record ranges from gliders to P-38s to four-engine B-17s, and includes the European, North African, Sicilian and Alaska-Siberian theaters.

Laux looks upon the Bonanza as a necessary "tool" for business. For example, he can spend the morning in *Sports Afield's* Chicago office, depart at 11:30 a.m. and be in the main Minneapolis office and ready for work at 2:30 p.m. In fact, he's done it many a time.

He's left New York at 8:15 a.m., made stops and finished business in Philadelphia, Newcastle and Wilmington, Del., and Baltimore, and then found himself at 6 p.m. sitting down to dinner in the Mayfair Hotel in Washington, D. C. And he's spent the morning completing transactions in Milwaukee, Wis., and South Bend, Ind., and then flown down to St. Louis to wind up deals in the afternoon.

Aids Recreation

The *Sports Afield* executive enjoys telling about the day he was tied up in a Detroit meeting, all the while remembering that he had an engagement in a Long Island country club that same evening. Finally, at 3:30 p.m., he took his Bonanza off from Detroit—and at 5:49 p.m. was sipping a cocktail in the club on Long Island. He flew at 11,000 feet, he related, and his average for the 521-mile hop was 210 miles an hour. He felt so good over the accomplishment that he telephoned the boys back in Detroit to tell them about it.

As a further example of what the Bonanza can do for pleasure outside of business hours, Laux brings in the famed Pine Valley golf course at Clementon, N. J., a good three-and-a-half hour drive from New York by car. On a Saturday, he and three friends can leave the Manhattan business area at 11:45 a.m., drive to Roosevelt Field on Long Island, fly his Bonanza to Pine Valley, play 18 holes of golf, and be back at Roosevelt Field by 6 p.m. "All that," Laux says, "is just as easy—a lot easier—than trying to drive by car to a New York suburban golf course."

Citing his recent trip to Wichita as another point in what the Bonanza can do to swallow distance and save time, the magazine executive said he stopped at Bristow, Okla., to visit his mother, and as he was starting to continue the trip here he was approached by a man who wanted a lift to Wichita.

"It would have taken him seven and a half hours to come to Wichita by train," Laux commented. "I brought him here in my Bonanza in one hour and two minutes."

Reelects Officers

P. L. Jackson, publisher of the *Journal,* Portland, Ore., has been reelected president of the Pacific Coast division of the Bureau of Advertising, ANPA. Others reelected include: Lester G. Bradley, publisher of the *San Diego Union* and *Tribune-Sun,* 1st vice-president; William K. Blethen, associate publisher of the *Seattle Times,* 2nd vice-president; Roy A. Brown, publisher of the *Independent,* San Rafael, Cal., secretary, and J. L. Cauthorn, president of the *San Francisco News,* treasurer.

Set World Trade Meet

The 1948 Chicago World Trade Conference, sponsored by the Chicago Association of Commerce and Industry and the Export Managers Club of Chicago, will be held at the Hotel Sherman, Chicago, Feb. 16.

Stout Adds Duties

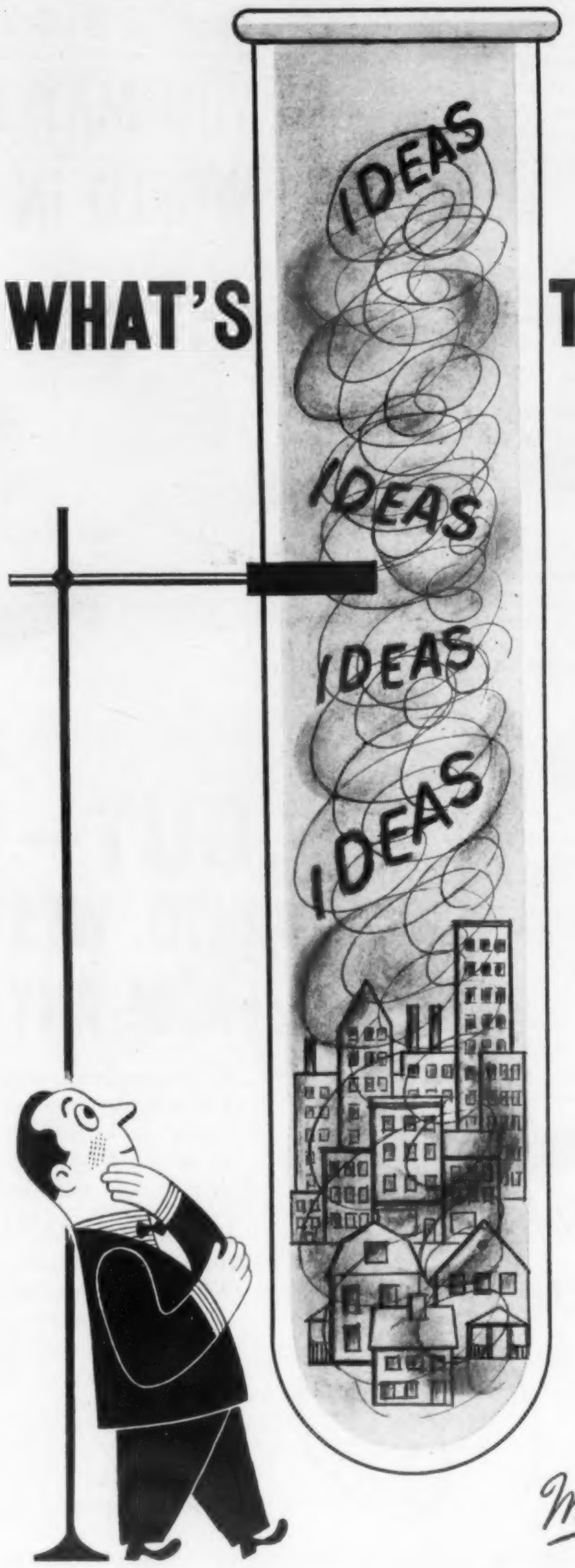
George Stout has been placed in charge of sales of Plastigage and Bearing Adjusters, two new products of Perfect Circle Corporation, Hagerstown, Ind. He will continue as sales promotion manager and as a member of the merchandising and advertising committees.

Gillette
looks *sharp*...
feels *sharp*...
is *sharp*...
in the pulps!

Your advertising, too, can make a sharp impression on the 12,750,000 pulp fiction magazine readers of

THE Popular Fiction Group

NEW YORK: 205 East 42nd St.
CHICAGO: 333 North Michigan Ave.



WHAT'S THE BEST TEST FOR A SALES IDEA?

If you believe in testing advertising performance against consumer sales trends . . .

If you prefer putting ideas into a test tube before plunging headlong into a national selling campaign . . .

You and Scripps-Howard Newspapers would do mighty well to join forces. Here's why:

Scripps-Howard cities are *logical* test markets. They are well distributed, diversified, representative. And they are rich with the facts and figures advertisers need to plan their sales strategies.

SCRIPPS-HOWARD MARKET RESEARCH IS YOURS FOR THE ASKING

Are you interested in New York, or Cincinnati? Continuous Store Inventories are operated by the New York *World-Telegram* and Cincinnati *Post,* measuring the movement of grocery products.

How about Memphis, Knoxville, or Pittsburgh? Continuous Consumer Panel studies reveal the purchase records of cross-section families.

A wealth of Scripps-Howard data can make your advertising dollar work harder.

Memo: Investigate Scripps-Howard test facilities—today!

SCRIPPS-HOWARD NEWSPAPERS

NEW YORK	World-Telegram
CLEVELAND	Press
PITTSBURGH	Press
SAN FRANCISCO	News
INDIANAPOLIS	Times
COLUMBUS	Citizen
CINCINNATI	Post
KENTUCKY	Post Covington edition, Cincinnati Post
KNOXVILLE	News-Sentinel
DENVER	Rocky Mt. News
BIRMINGHAM	Post
MEMPHIS	Commercial Appeal
MEMPHIS	Press-Scimitar
WASHINGTON	News
EVANSVILLE	Press
HOUSTON	Press
FORT WORTH	Press
ALBUQUERQUE	Tribune
EL PASO	Herald-Post

National Advertising Department • 230 Park Avenue • New York

Chicago • San Francisco • Detroit • Cincinnati • Philadelphia • Fort Worth

Fisher Advanced

Rapid Grip & Batten Ltd., Toronto photo engraver, has named Fred Fisher, in the Toronto sales department, as Windsor sales representative.

ANY WAY YOU

measure it..

Field & Stream can be measured by many yardsticks—advertising leadership . . . circulation . . . editorial content . . . dealer influence . . . income of subscribers . . . reader desire studies . . . reader service . . . reader response . . . publishing leadership . . . editorial staff . . . prestige . . . sales results.

Field & Stream

is America's Number One Sportsman's Magazine!

THE POINT-OF-SALE FOR TOP-FLIGHT SPORTSMEN!

ATTENTION AGENCIES!

Giant

ADVERTISING

SCRAP BOOKS

OUR PRICE $8.95, Postpaid

(Sold nationally for $15.00)

Here's what W. W. MacGruder, Inc., nationally recognized advertising agency, says about our giant scrap books: "They're the most practical scrap book we've ever bought. They're splendid for keeping an orderly and impressive record of our clients' advertising and publicity, both large and small accounts."

Giant 26" x 26", bound in extra heavy black simulated grained leather covers with 200 High Quality black pages . . . 100 loose-leaf type sheets. Reinforced leather corners. Adjustable ledger type metal binding-posts. Small Army Air Force imprint on cover can be blacked out. BRAND NEW.

Send check or money order. Extra refill sheets only 7c each.

MONEY REFUNDED IF NOT SATISFIED

Associated Traders, Inc., 255 Kalamath, Denver, Colo.

1000 for $1.60

LESS THAN A DIME A DOZEN!

Much less because you can reach 1,000 prospects with a full page for $1.60

The Eagle Magazine with 1,052,000 circulation, is the fastest growing fraternal publication in its field, and the following figures taken from Standard Rate and Data show that its rates are the lowest:

RATES FROM JULY 15, 1947, SRDS

MAGAZINE	MAXIMIL	MINIMIL
Eagle	3.74	3.56
Elks	5.10	4.84
Foreign Service . . .	4.42	4.12
Legion	8.24	7.84

EAGLE

704 WARNER BUILDING • MILWAUKEE 3, WIS.

Plans Largest Ad Campaign for '48 Hudson Line

DETROIT—Hudson Motor Car Company will introduce its new car with "the greatest advertising campaign in the history of the company," M. M. Roberts, director of advertising and merchandising, has announced.

Mr. Roberts said the company, "which has always emphasized newspaper advertising," will support its 3,000 distributors and dealers with the strongest national and local newspaper promotion in the company's 38-year history.

Factory and cooperative advertising will ultimately make use of more than 2,700 daily and weekly newspapers. Mr. Roberts said that before "Announcement Day" Hudson will use key city papers for an advertisement featuring a map of the North American continent pin pointed with Hudson distributor and dealer locations and headlined "Where tomorrow's motor car will show up soon." Names of local dealers will be tied in.

'On the Way' Ads

One week before the announcement, papers in major cities will carry local metropolitan area map advertisements announcing that the car is on its way to those cities. All other key city newspapers will carry advertisements without maps to say that the new car is "on the way."

On "Announcement Day" Hudson will make nationwide use of the largest group of papers it has ever utilized. "Hudson will use more radio stations than ever before in connection with its national announcement activity," Mr. Roberts said. "For a period we intend to use a series of spot announcements leading up to Announcement Day. On that day, special announcement spots will be used."

Uses Magazines, Outdoor

Map ads in full-color spreads featuring Hudson's distributing organization, with distributor and dealer points shown, are scheduled to appear in the Nov. 29 *Collier's* and the Dec. 6 *Saturday Evening Post.*

First use of pictures of the new Hudson in advertising will be made with full-color spreads in the *Post, Collier's, Newsweek, Country Gentleman* and *Time,* in that order. Automobile trade publications will be used for similar types of advertisements during November, December and January. These advertisements will point up for the trade what the company is doing to support its distributors and dealers.

"Complete coverage of the United States will be accomplished in an extensive outdoor poster campaign using full-color advertisements in January, February, April, May, June and July," Mr. Roberts added. Advertising will be released through Brooke, Smith, French & Dorrance.

Handi-Products to Ellis

Handi-Products Company, Buffalo, has retained Ellis Advertising Company, Buffalo, to handle the advertising of its "Duz-it-all" metal work shop and "Duz-it-all" junior toy work shop. Magazines and newspapers will be used.

Theis to Weisser

Theis Brothers Company, Boston, has placed its advertising with Joseph R. Weisser Company, Boston. Direct mail and trade publications will be used.

Keller Adds Five

Robert S. Keller, Inc., sales promotion organization, New York, has signed five new clients—WAYS, Charlotte, N. C.; WKIX, Columbia, S. C.; WMFJ, Daytona Beach, Fla.; WHHT, Durham, N. C., and WMFD, Wilmington, N. C.

Airs Army-Navy Tussle

Gillette Safety Razor Company, Boston, will sponsor the Army-Navy football game broadcast Nov. 29 coast to coast over Mutual Broadcasting System, which will carry the game exclusively.

Joins Erwin, Wasey

R. H. Millard, formerly in charge of production of Harold F. Stanfield Ltd., Toronto agency, has joined Erwin, Wasey of Canada, Toronto, as production manager.

Appoints Gordon Best

Schulze & Burch Biscuit Company, Chicago and Des Moines, baker of Flavor-Kist crackers and cookies, has appointed Gordon Best Company, Chicago, to direct its advertising.

YOU MAY FLY AROUND THE WORLD IN 73 HOURS*—

BUT—YOU CAN'T HOP INTO WESTERN MICHIGAN FROM ANY OUTSIDE POINT!

If you made an aerial reconnaissance over Western Michigan, you wouldn't see any obstacle to keep "outside" radio stations *really out* of this big area. Believe us, though, there is a wall of fading that very effectively cuts off good local reception of even the most powerful outside stations.

But Western Michiganders do get perfect reception from their two top-notch CBS outlets right in their own area—WKZO in Kalamazoo and WJEF in Grand Rapids. These two stations have an outstanding record — a 10.7% greater morning Share-of-Audience, for instance, than *all* the combined stations of *any other one network!* (Hooper Report for Spring, 1947.)

That's only one of several things you should know about WKZO-WJEF. You'll be interested in the others too. Write us for complete facts, or ask Avery-Knodel, Inc.

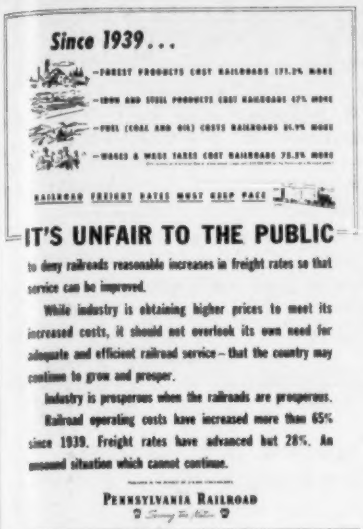
**Bill Odom flew around the world in 73 hours 5 minutes, in August, 1947.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



Since 1939 . . .

—FOREST PRODUCTS COST RAILROADS 171.2% MORE

—IRON AND STEEL PRODUCTS COST RAILROADS 67% MORE

—FUEL (COAL AND OIL) COSTS RAILROADS 81.9% MORE

—WAGES & WAGE TAXES COST RAILROADS 75.2% MORE

RAILROAD FREIGHT RATES MUST KEEP PACE

IT'S UNFAIR TO THE PUBLIC

to deny railroads reasonable increases in freight rates so that service can be improved.

While industry is obtaining higher prices to meet its increased costs, it should not overlook its own need for adequate and efficient railroad service—that the country may continue to grow and prosper.

Industry is prosperous when the railroads are prosperous.

Railroad operating costs have increased more than 65% since 1939. Freight rates have advanced but 28%. An unsound situation which cannot continue.

PENNSYLVANIA RAILROAD

Serving the Nation

RATE STORY—Pennsylvania Railroad, through Al Paul Lefton Co., is taking its case for higher freight rates to the public with ads like this 1,000-line newspaper copy.

Coon Foundation Plans Ad Drive to Boost Religion

CHICAGO—A campaign to sell religious doctrines and ethical principles through advertising will be inaugurated soon by the Owen L. Coon Foundation here.

Believing that many people remain unimpressed by publicity released by church groups and religious organizations, the foundation is now engaged in preliminary work to determine how religion can be sold through advertising.

The publicity campaign is a part of the foundation's over-all plan for unifying efforts to advance religious standards, methods and operations. Mr. Coon, who has been associated with church work and practical religious effort for many years, contends that ethical principles must be publicized in a manner calculated to influence non-church people.

In addition, preliminary research is also being financed by the foundation on present methods of solicitation of church funds with a view toward improving the effectiveness of such solicitations.

Financed by Business Profits

When the data for the religious messages have been supplied by the clergy of the various denominations, the foundation is expected to appoint an agency to prepare newspaper, magazine and poster copy, and radio, motion picture and television material. The publicity packages will be supplied to various localities, denominations and religious societies.

Financial support for the activities of the Owen L. Coon Foundation is drawn from the profits of businesses purchased by Mr. Coon from his own funds and turned over to the foundation.

Mr. Coon, who is board chairman of General Finance Corporation and the Chicago Terminal National Bank, recently appointed a group of advertising men, publishers, editors and industrialists to the Board of Conferees, to assist in developing the promotion plans.

Board Members

The board includes E. M. Claypool, Illinois Central Railway; Glen Krueger, General Mills; Conger Reynolds, Standard Oil Company (Indiana); Lloyd D. Herrold, Northwestern University school of commerce; Roscoe Page, Kraft Cheese Company; Dr. Paul Hutchinson, *Christian Century;* Leland D. Case, *Rotarian;* Robert M. MacFarland, Vance Publishing Company; Dr. Kenneth Olson, Northwestern University school of journalism, and John Powell, *Farm Journal.*

Also, Albert L. Gale, Agency Service Corporation; Paul Gibson, radio commentator; Dr. Alfred P. Haake, economist; Harold Anderson, Publisher's Syndicate; John Kooreman, Travel Exchange; Albert W. Sherer, McCann-Erickson; Harlan Greenfield, *The American Weekly;* Herbert W. Stoetzel, Evans Associates; Vaughan Shoemaker, *Chicago Daily News;* J. R. Ozanne, J. R. Ozanne & Associates; Walter Warrick, formerly with General Foods; E. C. Estabrooke, American School; Thomas Harwood, Fry-Lawson & Co.; James Grantham, Grantham Graphics; Robert E. Coburn, Chicago Community Fund, and George L. Morelock, lay leader.

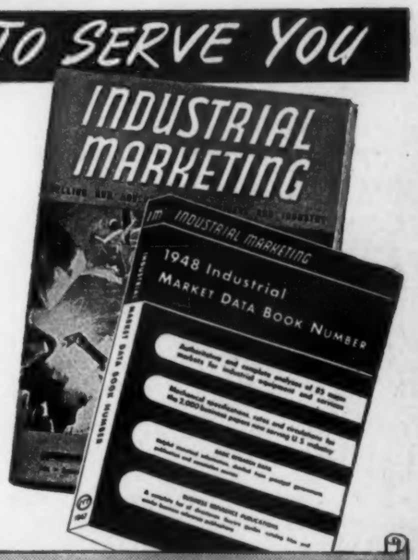
Blum Names Mason

Ruth Mason, former publicity account executive and publicity director of fashion and general accounts of Abbott Kimball Company, New York, has been named advertising and publicity director for Kislav, Boxlav and Glacelav gloves, made by Norman Blum Company, New York.

FOUR GREAT PUBLICATIONS TO SERVE YOU

Advertising Age
THE NATIONAL NEWSPAPER OF MARKETING
Advertising Age's
1947 Consumer
MARKET DATA BOOK

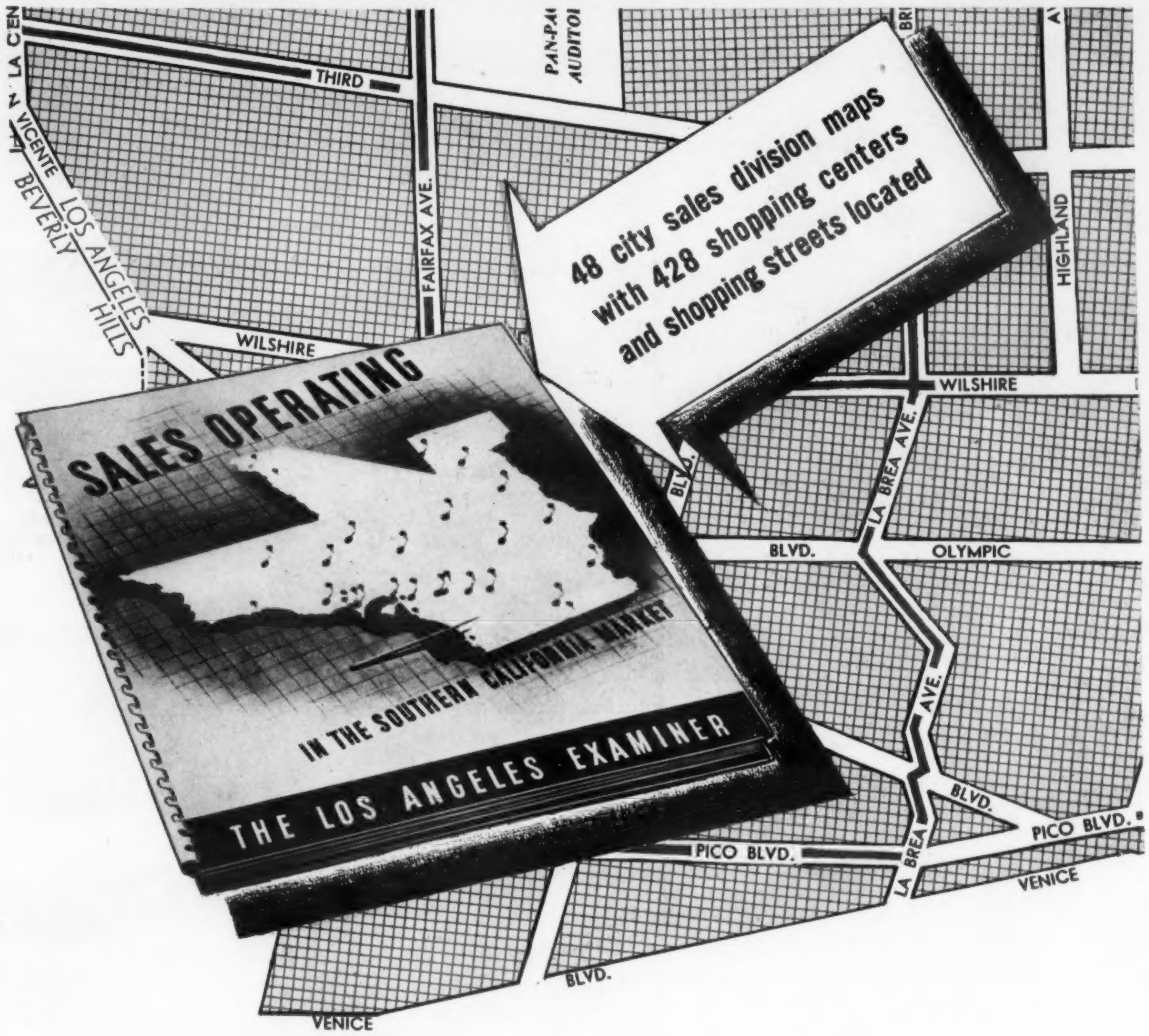
Used together as a "package" they will put your sales story before the largest available coverage of marketing, sales, merchandising, and advertising executives concerned with moving goods or selling services to the nation's industrial and consumer markets. Combination rates make this "package" as economical as it is complete.



ADVERTISING PUBLICATIONS, INC.
THE LARGEST PUBLISHING HOUSE SERVING
THE ADVERTISING FIELD

API
ADVERTISING PUBLICATIONS, INC.

PUBLISHER OF ADVERTISING AGE
INDUSTRIAL MARKETING • CONSUMER AND
INDUSTRIAL MARKET DATA BOOKS



Now you can reach any street in your Los Angeles territory . . . *and you don't need to leave your desk.* With this Sales Operating Control you can actually probe your market block by block . . . 66,900 retailers classified and routed. Up-to-the-minute information to help you plot present and future operations more efficiently, more economically, more *profitably.* One of the most timely, comprehensive sales operating tools ever developed. We'll be glad to show it to you.

Los Angeles Examiner

Sales Operating

A HEARST NEWSPAPER • REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE • OFFICES IN PRINCIPAL CITIES

Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Small Agency Can Compete, Record Shows

To the Editor: Undoubtedly you have never heard of us. That's fine! We have deliberately been side-stepping recognition for almost two years. Are we modest? No Sir! We merely had an idea that a grass roots advertising agency could compete with the "big operators" from the big cities and do as effective a job for its clientele as the best of 'em. We think—and our accounts know—that we were right.

In brief this is our story.

For almost three years we were stationed in a remote South Jersey airbase as a public relations officer. During that time we pounded out a weekly tabloid letterpress newspaper in which the activities of our civilian neighbors played as important a role in our coverage as the accomplishments of our airmen and ground crews.

Our philosophy during the war was that civilians should be made to feel that they "belong." We worked hard to promote that belief. It worked out. Pro-rata such communities as Vineland, Millville and Bridgeton set the pace in the purchase of war bonds, opening of homes to soldiers, giving blood to blood banks, and a host of other things that manifested their participation in the struggle against the Axis.

When V-J Day came around, a group of business men and industrialists asked us to make South Jersey our home. They promised us their advertising and public relations accounts. We accepted their offer, and here is the payoff.

We now represent on a national, regional, state-wide and local basis the following firms: Millville Mfg. Company, Millville, N. J.; Mays Landing Water Power Company, Mays Landing, N. J.; Jacob Rubinoff Company, Vineland, N. J.; Vineland Sportswear Company, Vineland, N. J.; Keen Equipment Company, Vineland, N. J., and Central Machine Works, Philadelphia.

Most of our clients are our neighbors. We see them daily. We work for them on an extremely personalized basis. There are no hours or definite schedules which we follow. We maintain no swanky offices nor belong to expensive country clubs. All we do is work hard, study, and fight like the devil to increase the sales and good name of our clients.

Advertising managers and editors of many national publications know us personally, and grant us recognition as such. We have never sought recognition from ANPA, or the rest. Heaven knows if they would have ever recommended us in the first place.

Why are we telling you all this? Well, we thought it was a yarn in which you folks might be interested. And anyway, we had to get it off our chests.

SYDNEY R. NEMAROW,
Vineland, N. J.

▾ ▾ ▾

Accurate, Helpful, Abt Calls Greenfield Story

To the Editor: Last week (AA, Oct. 27) you folks ran a story on the front page descriptive of the Greenfield experiment.

As you know, this laboratory undertaking has had a lot of mention in the press, both general and trade. I just thought you would be interested to know that of all the pieces we have seen, your story was the best piece of reporting, the most accurate interpretation of what we are trying to do, and certainly the most helpful to the purposes in which we are in common interested.

Thanks so much for this report and congratulations on a splendid article.

HENRY E. ABT,
President, Brand Names Foundation, Inc., New York.

▾ ▾ ▾

Praises General Mills, Other Business Studies

To the Editor: Your current series of articles on General Mills moves me to write you a hearty "well done!" Not because of that alone, but because of the general tenor of constructive articles you have been running the past year, especially like the Robert R. Young series, the Ford and the public relations articles, and others too numerous to mention.

I think you are doing a job that is not being done elsewhere, to my knowledge—unless it be in *Fortune*—and I think you and your assistants are to be highly congratulated on the splendid character you have given AA the past few years.

It is just about 15 years or so since I first made the acquaintance of AA, and you have all certainly come a long way since then! I hope you will continue the type of writing that is being done in this General Mills series. We need a more understanding and a more human exposition of some of the developments that are being carried on by the constructive corporations and industries in America, not just for *their* satisfaction and glorification, but to prove to our own citizens, and to the world as well, that capitalism (as typified in big business) is doing a real job for people who are also doing a real job for themselves!

HARRY SIMMONS,
Management Consultant, New York.

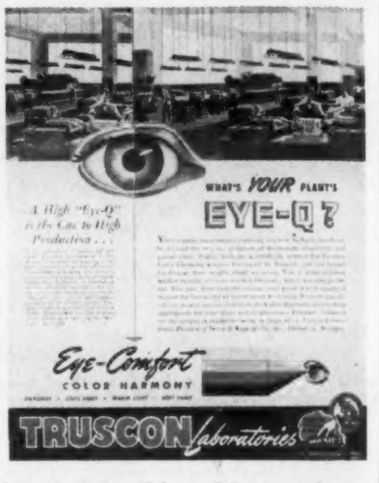
▾ ▾ ▾

Truscon Ads Inquire into Plants' 'Eye-Q'

To the Editor: It has just occurred to me that the readers of ADVERTISING AGE may be interested in the new campaign of Truscon Laboratories, division of Devoe & Raynolds Company.

Prior to the war, Truscon developed several color schemes, primarily for school use, to provide maximum eye comfort.

During the war, Libbey-Owens-Ford Glass Company became interested in this subject and conducted their own research in combating worker eye strain. All of this early development work—research and experience—has resulted in the new postwar Eye-Comfort Color Harmony System.



Truscon's Eye-Comfort campaign will start with a color page in the October *Modern Industry* and use the November issue of *Factory Management & Maintenance*. The advertising effort will be expanded as production increases.

The theme "What's Your Plant's Eye-Q?" will continue through

★
★
★

P & A

CHICAGO JOINED the nation, fearing Halley's Comet in 1910. Grand Opera was launched here the same year—and Walter Brookins flew the first airplane over the Loop. War threatened Europe. Full-skirted women wore plumes and egrets. The 1910 Census revealed a substantial increase in the city's population.

As Chicago grew in size and spirit so did P & A. Advertising accounts were steadily added. Mahin, Snitzler, and Williams and Cunnyngham were among the agencies—Marshall Field & Co. among the direct accounts.

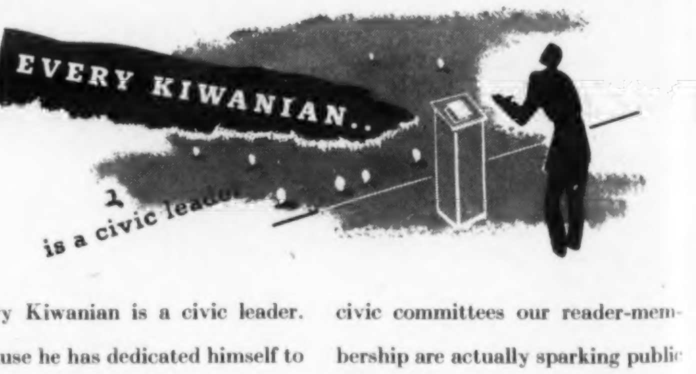
Jack Anderson died in 1910. Lloyd Partridge became associated in 1912. After tenures in all departments he joined the sales staff. Upon his father's death in 1916 he became president.

Fifteen years had proved P & A capable of an ultimate goal—to serve advertisers of prestige—to possess a plant supreme in completeness and cleanliness.

PARTRIDGE & ANDERSON COMPANY
ELECTROTYPERS • NICKELTYPERS • MATRIX MAKERS • STEREOTYPERS

P&A SERVICE

712 FEDERAL ST., CHICAGO 5, ILLINOIS
TELEPHONE: HARRISON 3732



Every Kiwanian is a civic leader. Because he has dedicated himself to community service, he is rubbing elbows with others at the grass roots level every day. And he is in influential contact with those masses whom you want to reach and convince through public relations and institutional advertising. Both as Kiwanians and as members of other civic committees our reader-membership are actually sparking public opinion and action through talks, resolutions, town forums, community meetings, news interviews and other activities that reach deeply into basic American thought. Find out how little it will cost to have a working organization like Kiwanis on your side. Write

The KIWANIS magazine
PUBLISHED FOR COMMUNITY LEADERS
520 NORTH MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

subsequent ads and will also be promoted by mailings to maintenance men and through handout pieces furnished to Truscon sales representatives.

R. L. WOLFE,
Wolfe-Jickling-Dow & Conkey, Detroit.

▼ ▼ ▼

Houston Looks Ahead

To the Editor: Houston has received much attention of late as a pace-setter in things progressive. As proof that such attention is well-deserved, we enclose a photograph of a history-making event in which two of our clients featured.

It shows the first bank deposit ever to be made by helicopter, landing on the roof of the recently-completed parking garage of the First National Bank in Houston. Built with an eye to the future, the garage roof was planned to incorporate a landing strip and parking space for airborne craft.

Deposit was first day's receipts of the new $12,000,000 Foley's department store, opened Oct. 20, whose parking garage also has incorporated facilities for airborne traffic.

Transaction from store to bank took only a matter of moments and offers a prevue of future business and banking operations in metropolitan cities. As our friends at the bank pointed out, this modern roof-to-roof banking operation is not only quick and convenient, but also strictly "hold-up proof"—for the present, at least.

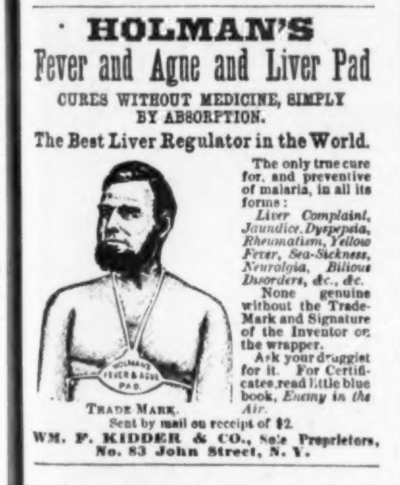
F. C. FRANKE JR.,
Franke - Wilkinson - Schiwetz & Tips, Inc., Houston.

▼ ▼ ▼

Cure 'By Absorption' in Pre-FTC Era

To the Editor: Thought this might interest your readers—circa 1876, from *Leslie's*, illustrated newspaper.

After reading the medical claims for the "liver pad," one doesn't wonder at the signature of the "proprietors"—Kidder.


HOLMAN'S FEVER & AGUE PAD.

· **HOLMAN'S**
Fever and Ague and Liver Pad
CURES WITHOUT MEDICINE, SIMPLY BY ABSORPTION.
The Best Liver Regulator in the World.

The only true cure for, and preventive of malaria, in all its forms: *Liver Complaint, Jaundice, Dyspepsia, Rheumatism, Yellow Fever, Sea-Sickness, Neuralgia, Bilious Disorders, &c., &c.*

None genuine without the Trade-Mark and Signature of the Inventor on the wrapper.

Ask your druggist for it. For Certificates read little blue book, *Enemy in the Air.*

TRADE MARK.

Sent by mail on receipt of $2.
WM. F. KIDDER & CO., Sole Proprietors,
No. 83 John Street, N. Y.

ARTHUR WEINMAN,
Weinman Brothers, Chicago.

▼ ▼ ▼

Selling 'Tricks' Still Needed, Quoth Nichols

To the Editor: Apparently the writing of the book "The Hucksters" started something. We now have a generously proportioned crop of critics who are dedicating and devoting their lives—for the present moment—to exposing the apparent insincerities of men and women who participate in the production of advertising.

The attempted purge threatens to reach such a high degree of momentum that artists may soon find themselves no longer subjects of discussion. The artist, according to the impression created by critics, is merely crazy. But the man who creates advertising is a trickster.

The November issue of *Reader's Digest* directs cleverly conceived arguments against billboards and television advertising. I like the *Reader's Digest*. I think they are sincere, but insofar as criticism of advertising is concerned damnably short-visioned.

What *Reader's Digest* possibly fails to see and to understand about advertising is its purpose. They're so shocked at the adman's methods that they miss the point—that advertising is designed to bring to the people a better way of life.

I should like to ask the editors of *Reader's Digest* these questions:

Where would Thomas Edison be today in public esteem; where would his great inventions be today if it were not for advertising men? What could Marconi have achieved without advertising? Without advertising how could this nation have arrived at its enviable position as the most progressive, the most alert, the first nation among the nations of the world in a high standard of living for its people? The answer is that it could not. *Reader's Digest* is honest enough to admit that.

Then why the tirades against advertising and the men and women who create it? It isn't lack of vision—it couldn't be. The editors of the magazine are too intelligent to be that unvisionary. My guess is that they feel that the "tricks of the trade" are deplorable.

If I have guessed right I must admit that I would like to see the tricks of selling eliminated. It would be a great day in the history of man if a salesman for the Encyclopaedia Britannica could walk into a home and say to the potential customer, "You know, you are horribly uninformed and my purpose in calling upon you is to tell you that and remedy that situation by leaving this set of encyclopaedias. How would you like to pay for them—by the month or in cash?" It would be a great day if he could speak so frankly and sell the books.

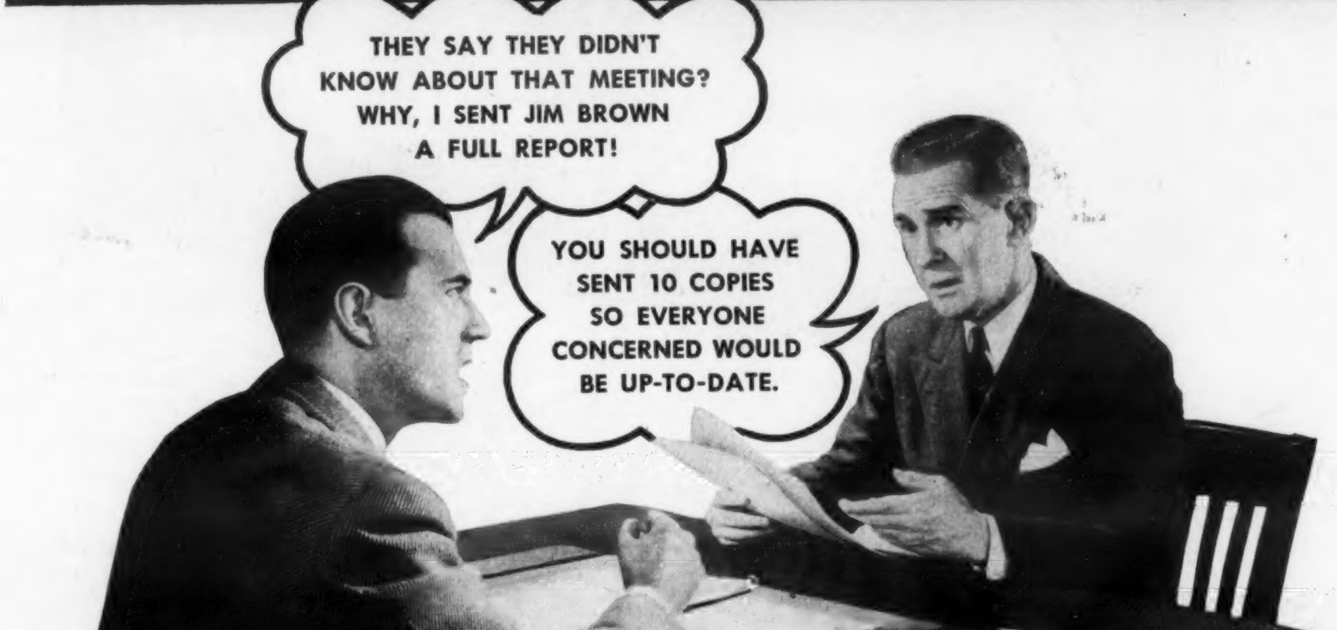
Come to think of it, *Reader's Digest* doesn't approach their potential subscribers that way, either. From the copy and art of their Christmas gift forms, the letter which accompanies it, which makes generous use of the tried and proven CPE (Certified Person's Endorsement) technique, the publishers of the fine magazine know a trick or two themselves.

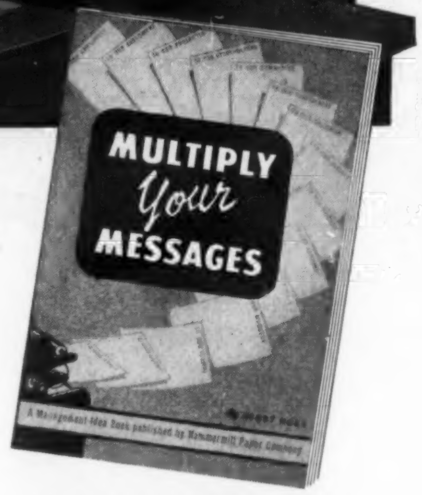
All of which brings me to an obvious conclusion: That when the world has reached such a degree of intelligence and truth-worship that man can be, and will be absolutely honest with himself and with his fellow man—that when the world reaches this pinnacle of deep knowledge we can dispose of all techniques in selling which might be termed "tricks." And that until that time let us—and *Reader's Digest*—continue to bring to our brother, our neighbor, our fellow man the elevating products of the minds and hands of our more gifted brethren through the easy means of selling. That is, the hard way.

DALE NICHOLS,
Tucson, Ariz.

HOSIERY
Carrying the Most Product Advertising to Hosiery Mills:
KNIT GOODS WEEKLY
• •
Carrying Hosiery Advertising to Retailers and Wholesalers: Monthly Hosiery Merchandising Section—edited solely for Buyers of Hosiery
KNIT GOODS WEEKLY
1 Madison Ave., New York 10

For a better-running organization . . .
MULTIPLY YOUR MESSAGES!


THEY SAY THEY DIDN'T KNOW ABOUT THAT MEETING? WHY, I SENT JIM BROWN A FULL REPORT!
YOU SHOULD HAVE SENT 10 COPIES SO EVERYONE CONCERNED WOULD BE UP-TO-DATE.


MULTIPLY Your MESSAGES
A Management-Idea Book published by Hammermill Paper Company

This new book tells how . . .

Business runs on *multiplied messages*. Every day you convey information to your clients, your prospects, and your own organization. What is the best way to be sure that *everyone* concerned receives the essential information he needs?

Here in this compact Hammermill idea-book, "Multiply Your Messages," you will find the *best* way for the particular job you want to do. Individually typed messages? Automatically typed? Multi-printed? Plate printed? Stencil duplicated? Spirit or gelatin duplicated? Letterpress? Each process is briefly explained . . . which can do what job best . . . mechanical hints, etc. You'll find "Multiply Your Messages" helpful, we believe. It's free. Just send the coupon below.

SEND FOR IT . . .
IT'S FREE!

Hammermill has the right special paper for each "multiplying" process. These, too, are described in this helpful book.

LOOK FOR THE WATERMARK . . . IT IS HAMMERMILL'S WORD OF HONOR TO THE PUBLIC

HAMMERMILL BOND
Companion papers for office use include Hammermill Mimeo-Bond and Hammermill Duplicator

Hammermill Paper Company, 1459 East Lake Road, Erie, Pa.
Please send me—FREE—a copy of "Multiply Your Messages."
Name__________
Position__________
(Please be SURE to attach to, or write on, your business letterhead) AA-11-17

Modern Methods Make New England Dairymen Successful

New England dairy farmers were quick to recognize the aid of electric farming methods in meeting the high modern market standards for dairy products. Today, New England dairymen boast healthier herds, better products and greater profits than ever before through the use of electrically operated equipment—for milking, barn cleaning, hay finishing, processing milk, handling of feed and care of cattle.

New England dairymen are potential customers for a wide and varied line of manufactured products.

NEW ENGLAND HOMESTEAD
ESTABLISHED 1839
SPRINGFIELD (3), MASS.

Relaxes Ad Maximum

The *Oakland Tribune,* effective immediately, is relaxing maximum size limitations to 1,000 lines in both daily and Sunday editions, Williams, Lawrence & Cresmer Company, New York, its representative, has announced. The paper requests that a full leeway of dates be permitted on all insertion orders, as current conditions will not permit publication in the Thursday or Friday issues of units larger than 650 lines.

Appoints Slaven V.P.

F. E. Slaven, former regional sales manager for the Atlantis Sales Corporation, Rochester, has been appointed vice-president in charge of eastern operations of the company.

Speed-Meal to Gordon

Speed-Meal Corporation, Racine, Wis., has named Phil Gordon Agency, Chicago, to direct its advertising and sales promotion. Speed-Meal is promoting a line of pressure cookers through agents selling direct to consumers.

'SEP' Editor Pays Tribute to Fred Healy

'Most-Liked' Adman in Country, Hibbs Says in Editorial

It is extremely unusual for a national magazine to devote its editorial page to a tribute to its advertising director. Editor Ben Hibbs' editorial tribute to the late Fred Healy, Curtis advertising director, published in The Saturday Evening Post, is reprinted here by permission because Fred Healy was one of advertising's best known and best loved figures.

The magazine-reading public of this country—and that includes most Americans—usually thinks of the people who make these periodicals, when it thinks of them at all, in terms of writers and editors. It is an attitude that is encouraged, perhaps, by the vanity of the writing and editing tribe.

Actually, of course, many kinds of talents and skills go into the making of a large magazine. A mass-circulation periodical is not only a medium of information and entertainment, it is also a vast business and mechanical enterprise. Without able men on the business side it would soon founder on the economic shoals. Technical skills of the highest sort are required to print the magazines. Salesmanship of a superior order is necessary to handle those huge circulations and to gather in the advertising revenue that enables the editors to serve a palatable bill of fare to their weekly or monthly audience.

Fred Healy

Fred A. Healy, senior vice-president and advertising director of The Curtis Publishing Company, who died a few weeks ago, was probably the best-known and most-liked advertising man in this country. In his long career with Curtis, he doubtless had sold or directed the sale of more magazine - advertising space than any other man ever has. It is doubtful if any other man knew as many top-drawer business and industrial executives on a first-name basis. His warmhearted friendliness and an agile Irish tongue that could sell refrigerators to the Eskimos helped him become a fine salesman, but these alone were not the qualities that made him a great advertising man. A really great advertising man must have something that goes deeper than salesmanship.

The thing that Fred Healy had was statesmanship as it applies to the publishing business. The honesty of the magazines he served always meant more to him than a shining new record in advertising linage. Characteristically, without giving the matter a second thought, he placed the integrity of his publications above the immediate dollar. In his book, editorial independence was a priceless possession that must be guarded at any cost. Moreover, he was one of a group of high-minded men in the publishing business who insisted upon soundness and respectability in advertising, and he labored mightily and effectively for this objective.

Fred Healy grew up with the advertising business, and as one of its leaders during its expanding years he helped create those vast mass markets which have enabled our American system to place more and better products in the average home than anyone dreamed of fifty years ago. Fred managed our Detroit office for a time before he came to Philadelphia to direct the whole advertising department, and the automobile was his pet example of what mass production and mass distribution—which is so dependent on advertising—could do to bring a pleasanter life within the reach of millions. When the long-haired economists in their ivory towers sometimes attacked advertising as an economic waste, Fred would erupt good-naturedly, "Why, the poor saps just don't know what makes our industrial system tick, do they?" Fred knew,

IN PITTSBURGH YOU CAN

ROUTE your ADVERTISING as you ROUTE your SALESMEN!

They belong together

LIKE PITTSBURGH AND ITS MARKET

You can't divorce Pittsburgh from its 144 satellite cities. They're permanently wedded, just as your salesmen and advertising should be. That's why it's doubly important to route your advertising as you route your salesmen. It's easy to do if you concentrate in the Post-Gazette, the only Pittsburgh daily that will work effectively with your salesmen in selling the million central city people—then travel with them to help sell the two million more who live in the neighboring 144 cities and towns.

By far the LARGEST CIRCULATION of any Pittsburgh daily newspaper

Concentrate in Pittsburgh's
POST-GAZETTE

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.
New York • Chicago • Philadelphia • Boston • Detroit • San Francisco • Los Angeles • Seattle

because he had been around.

More important, this boundless faith in the American system went far deeper than material things. He believed profoundly in the American spirit and particularly in the basic soundness of the younger generation. During the uneasy year before Pearl Harbor, when there was a hue and cry about the lack of morale in our training camps, Fred was deeply and vocally impatient with the critics. "Just wait until the time comes," he would say. "Those boys are Americans, aren't they?" And after the war started, he came to the editorial offices of the *Post* time after time to take a peak at the galley proofs of some rousing war article. "God!" he would say reverently. "Aren't those kids wonderful?"

More recently, with storm and trouble wherever you look in this bleak world, some of us whose business it is to report these events have grown pretty gloomy about the future—even the future of our own country. Fred Healy never shared our pessimism. "The trouble with you fellows," he said stoutly on many occasions, "is that you don't realize how big and strong this country is. You can't make me believe those twelve million young men who fought so brilliantly just the other day are going to let America fall apart." He could be as right as rain. It was just such robust faith that made America great.

All these things—Fred's ability, his integrity, his towering belief in the American system—will be remembered for a long time in the business community. But those of us who knew him most intimately like to remember, above all else, his exuberant love of life and his good cheer when the going was toughest. A big, hearty man with a gay Celtic spirit, he possessed an almost unbelievable store of energy, and he used it all. He loved the outdoors and sports of all kinds, a good joke and an exciting story. Most of all, he genuinely liked people. Even after he developed a heart condition and the doctors warned him he must slow down, he would not give up the life of activity that he loved. He wouldn't even save himself by ceasing to do the many thoughtful, generous little things that endeared him to his friends all over this country. Doubtless that was foolish of him, but a good many of us know that it was quite impossible for him to do otherwise. He died in the Yankee Stadium as he watched his alma mater, University of Illinois, play the Army football team. And so he enjoyed life to the last.

Fred had an insatiable appetite for adventure stories, and devoured them when they appeared in the *Post*. Usually, he read about two instalments as the advance copies reached his desk; then his impatience won out and he would come grumbling to my office. "You blackhearted so-and-so," he would say, "you're ruining my sleep again. I've got to find out how that Luke Short story turns out before I go crazy." And he would go away with an armload of galley proofs. That's how I shall always remember Fred Healy. He was a friend I loved and honored, but he was also the world's best antidote for Monday-morning blues.

O'Connor Joins Woodard & Fris

Catherine A. O'Connor, formerly with the translation division of the International General Electric Company, Schenectady, has been appointed head of the research department of Woodard & Fris, Inc., Albany, N. Y.

The agency has been named to handle the advertising of Old Capital Motors, Kingston, N. Y., and Crawford Engineering Company, Troy, N. Y.

School Paper Moves

Progressive Education has moved from New York to Chicago, with offices at 11 E. Walton Pl. John F. Bowman Jr. has been appointed business manager and a new editor will be named in the immediate future.

Ayer Appoints Belmont

Mrs. Edythe Belmont, formerly merchandise manager and promotion director of cosmetics, accessories and lingerie at Bonwit Teller, New York department store, has been appointed retail consultant of Harriet Hubbard Ayer, Inc., New York.

Radding Promoted

George Radding, a member of the national advertising staff, has been appointed midwest advertising representative of *Barron's—National Business and Financial Weekly*, with headquarters in Detroit.

Gillette Will Air Big Games Again

NEW YORK — Three of the five holiday football games to be sponsored by Gillette Safety Razor Company this season will be carried over Mutual.

Gillette's New Year's Day schedule looks like this: Orange Bowl, Miami, CBS; Sugar Bowl, New Orleans, ABC; East-West All-Star game, San Francisco, Mutual.

Mutual also will air the Army-Navy game Nov. 29, with the razor manufacturer paying the bill through Maxon, Inc., and the North-South game at Montgomery Dec. 27. Gillette bought time for the Army-Navy game over NBC during the past two years. The company will, however, sponsor telecasts of the military contest over that network's hookup.

The Rose Bowl classic, which the Tournament of Roses will not make available for sponsorship, will be carried over NBC Jan. 1.

Gillette will buy newspaper space in dailies in cities throughout the country to advertise these special sports broadcasts.

Buchanan Ups Coleman

Charles E. Coleman, account executive with Buchanan & Co., Beverly Hills and Los Angeles, has been appointed chairman of the plans board.

Try Chromart Prints
for quality reproduction of color films

A *CHROMART* color print made from your color film is just the thing you need for perfect reproduction in fine printing plates. Yes, you get exacting realism that is not possible with ordinary methods. A *CHROMART* Print gives your platemaker artcopy which can be matched color-for-color.

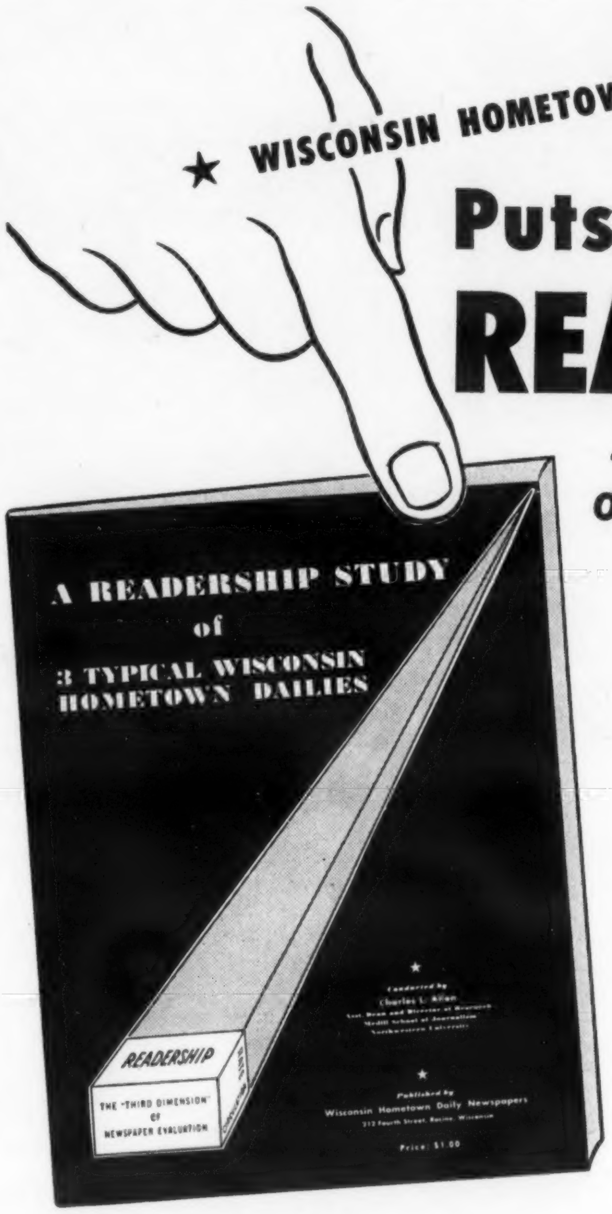
CHROMART prints save you time and money! They can be made to exact size to fit artwork . . . they can be airbrushed, retouched, or lettered as desired . . . and can be pasted into final artwork with only 1 set of plates for entire page.

CHROMARTS are made by skilled technicians with many years experience in making precision color prints.

CHROMART Prints are priced from $52.00 to $122.00, depending upon size ordered.

Write today for further information.

Frank Miller Laboratories
846 N. Fairfax, Hollywood 46, Calif.


A READERSHIP STUDY of 3 TYPICAL WISCONSIN HOMETOWN DAILIES
READERSHIP
THE "THIRD DIMENSION" OF NEWSPAPER EVALUATION
Published by Wisconsin Hometown Daily Newspapers
Price: $1.00

★ **WISCONSIN HOMETOWN DAILIES STUDY**

Puts the Finger on READERSHIP

— "THE THIRD DIMENSION" OF NEWSPAPER EVALUATION

HIGH READERSHIP

Three typical Wisconsin hometown dailies scored higher readership by women than any other of the nearly fifty newspapers studied in recent years under the direction of Medill School of Journalism faculty members.

USEFUL ADVERTISING

Newspaper advertising is considered the most useful kind of advertising by nearly eight out of ten women and three out of four men readers.

LOW COST

Cost per reader for national ads in these papers ranged down to less than 1/40th cent. Even the costliest ad (1000 lines, in color) had 2.4 readers per penny!

★ The representative of any Wisconsin hometown daily will gladly show you the complete information-packed 100-page report, or write for your copy. It will help you get the greatest value, the most buying action per advertising dollar in the rich, stable hometown markets of Wisconsin . . . the state that is 10th in manufacturing, 6th in farm income, and 1st in dairying ***for steady, high buying power.***

3 out of 4 Wisconsin families live outside Milwaukee County. You reach nearly 80% of them through the well-read . . .

ALL BUSINESS IS LOCAL

WISCONSIN HOMETOWN DAILIES
COVERING THE RICH WISCONSIN HOMETOWN MARKETS
212 FOURTH ST., RACINE, WISCONSIN

FOR BETTER BUSINESS
"Sign Up"
YOUR Brand NAME
NEON PRODUCTS, INC.
· LIMA · OHIO ·

FREE!

Just out

This 24 pg. book tells how National Advertisers LOCALIZE for selling ACTION

Read the exciting story of "big time" merchandising at point of sale and how you can build maximum sales with Brand Identification Signs.

"QUALITY NEON AND FLUORESCENT SIGNS . . . IN QUANTITY"

NEON Products Inc. Lima Ohio
3500 NEON AVENUE
REPRESENTATIVES IN ALL PRINCIPAL CITIES

The Hearst Newspapers on

The Cause and Cure of Crime

FROM A LETTER TO THE AMERICAN CRIME STUDY COMMISSION FROM

William Randolph Hearst

WHICH WAS PUBLISHED IN THE HEARST PAPERS ON MAY 21, 1929

"The great solution, and, as far as I can see, the only sure solution, of the crime situation of which we complain, is *education* and *opportunity.*

"Education and opportunity have caused progress and prosperity and have created mental and moral enlightenment among our people; and if we want *more* progress and *more* enlightenment and *more* morality and less criminality, we must have more *education* and more *opportunity.*

"Very few criminals are criminals from choice. Most of them are criminals through force of circumstances.

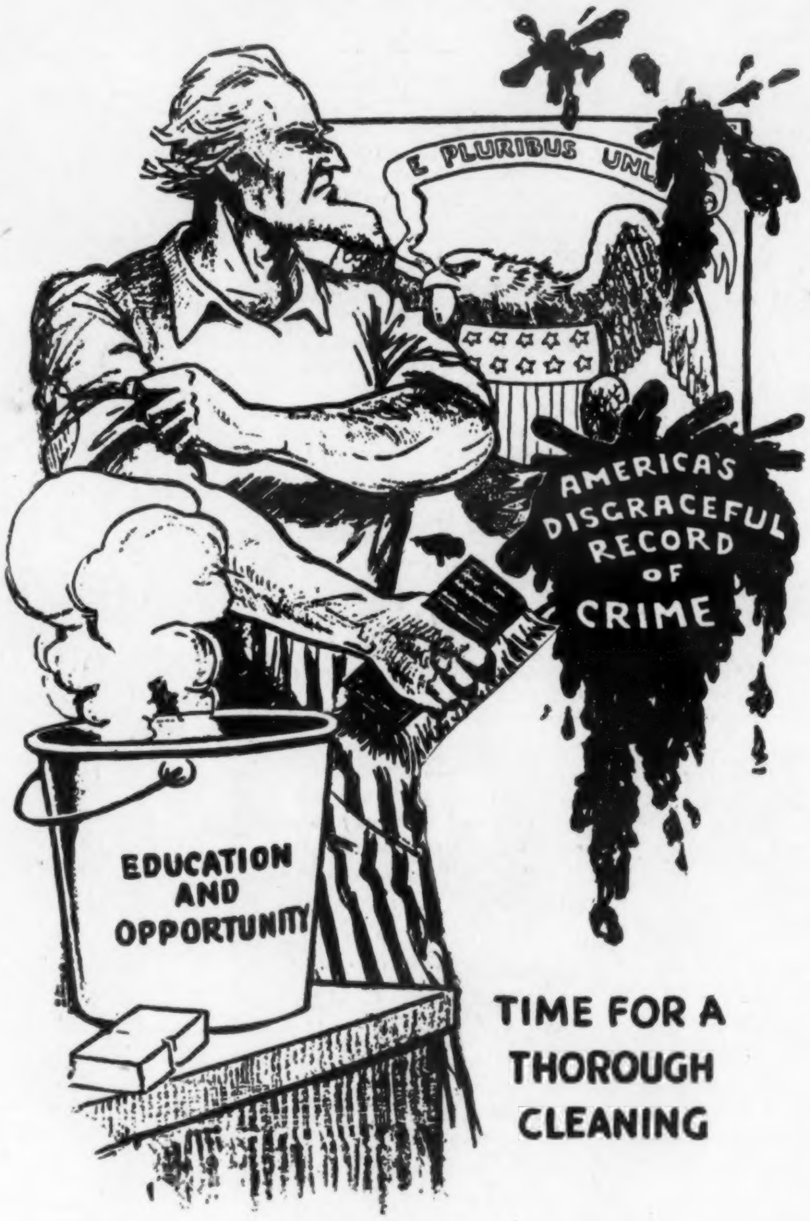
"There, but for the grace of God, go I," said John Bradford as he saw a man being dragged to the gallows.

"Have you who are assembled here today to investigate the causes of crime ever gone through the crowded slums of a great city, and wondered how good, how noble, how honest, how pure, how fine, how decorous, or even how decent you would have been if you had been raised in that environment?...

"We can control environment. So the solution of the whole criminal problem is in *our hands.* Education and opportunity will *eliminate* criminality.

"It is for the people of the United States to provide adequate education and opportunity, and to create honest and able American citizens where criminals now grow."

WRHearst


E PLURIBUS UNU
AMERICA'S DISGRACEFUL RECORD OF CRIME
EDUCATION AND OPPORTUNITY
TIME FOR A THOROUGH CLEANING

Housing conditions in 1947 are far worse than in 1929. Schools are overcrowded and understaffed. Crime and juvenile delinquency are steadily increasing.

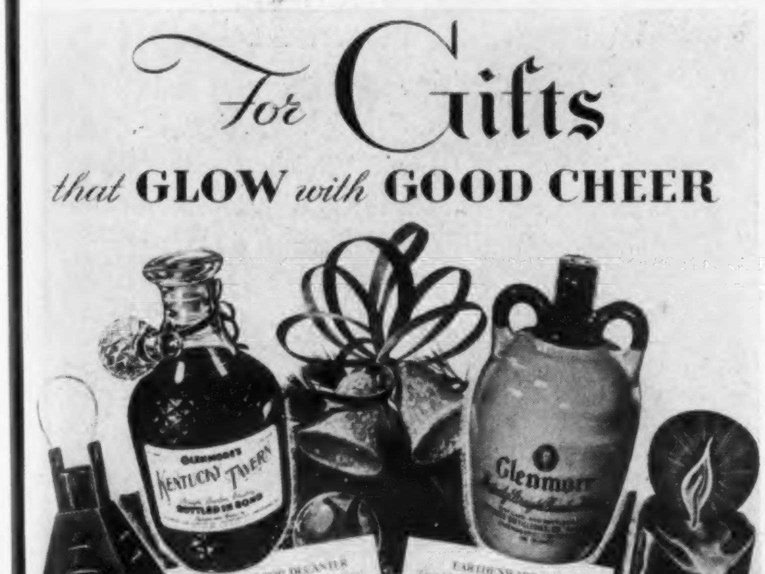
The Hearst Newspapers are continuing their fight for more opportunity and more education for American youth. They will always believe that prevention and not retribution is the solution to our crime problem.

PHOTOGRAPHIC REVIEW OF THE WEEK

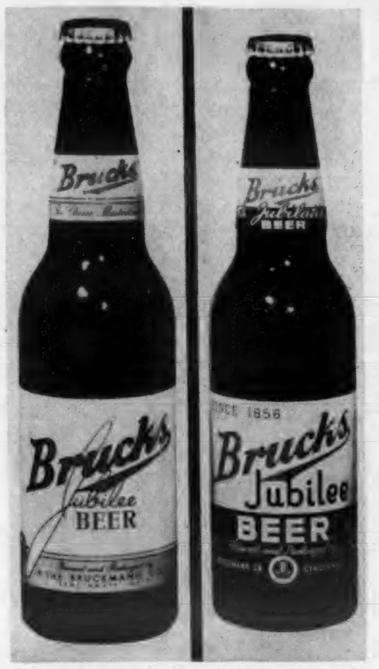
RECEIVE ADVERTISING AWARDS—Neil Powter (second from left), retiring president of the Association of Canadian Advertisers, presents a silver medal to W. B. Tingle (right), recently retired ad manager, Imperial Tobacco Co., at the annual dinner of the association in Toronto. The others (left to right) are Larry R. Greene, L. R. Greene Ltd., winner of the gold medal for the most distinguished contribution to advertising; Harry J. Caverhill, Cockfield, Brown & Co., silver medal winner, and George W. James, editor, Bowmanville Canadian Statesman, who also won a silver medal.

GREENFIELD
SPONSORS
AMERICA'S BRAND NAMES
Buy the
KNOWN BRANDS

TELLS BRAND NAMES STORY—Henry E. Abt, president, Brand Names Foundation, New York, is shown addressing store management classes in Greenfield, Mass., during the two-week "Greenfield experiment" to promote consumer understanding and acceptance of nationally-advertised products. In the background is the window poster used by merchants to carry to the public the association of brand and store names.


For Gifts
that GLOW with GOOD CHEER
KENTUCKY TAVERN
Glenmore
EARTHENWARE JUG
GLENMORE DISTILLERIES COMPANY
LOUISVILLE, KENTUCKY
LENMORE, THE HOUSE WITH THE HOLIDAY SPIRIT

WRAPPED AS GIFTS—Glenmore Distilleries Co., Louisville, is suggesting cheer-ul gifts of specially packaged bottles in this four-color ad scheduled for Ameri-an Magazine, Collier's, Cosmopolitan, Esquire, House Beautiful, House & Gar-en, Life, The New Yorker, Newsweek, Town & Country, Time, True and U. S. News.



NEW AND OLD—The Bruckmann Co., Cincinnati, is planning an extensive newspaper campaign to feature the new label (left) for Brucks Jubilee beer. The label was designed by A. O. Greule, art director of Dinerman & Co., Cincinnati, Bruckmann's agency.

CBS WELCOME—Thomas D. Connolly (left), CBS director of program promotion, shakes hands with Victor M. Ratner, new Columbia vice-president and director of advertising and sales promotion. Frank Stanton (on Mr. Ratner's right), CBS president, called the meeting to introduce the new official to his staff. Others in the picture are William Golden, (extreme right) and Louis Hausman, associate advertising directors.

VANGUARD ENTERTAINS—Helping Joe Russakoff, owner of Vanguard Advertising Agency, New York, celebrate his 10th year of affiliation with the AFA were, left to right: Helen Hayes of the Biow Co.; Mae Keenan, of the AFA; Marjorie La Neve, space buyer at Duane Jones Co.; Helen Holby, AFA; Pat Ryden of Advertising Age, and Gloria Ragonetti of Stewart Dougall & Associates.

Y&R ABROAD—Foreign executives of Young & Rubicam at a New York meeting discuss international plans and prospects with Sigurd S. Larmon, Y&R president (center). Left to right: Henry Soderberg, Puerto Rican representative; Sterling Wheeler, manager, Mexico City; Lorimer Slocum, vice-president and director, international division; Mr. Larmon; A. R. McGill, managing director, Y&R Ltd., Canada; George Bryson, managing director, Y&R Ltd., England, and Ralph Reese, manager, international division, New York.

JOIN 20-YEAR CLUB—Lennen & Mitchell executives toast four new members of the New York agency's Twenty-Year Club at a dinner given in their honor. Left to right are M. J. Mader, vice-president in charge of production; Gwaldys W. Allen, receptionist; Ray Vir Den, president; Catherine M. Victoria, service manager; Philip W. Lennen, chairman; Catherine V. Parker, vice-president in charge of media; Lillian B. Buckwald, payroll clerk, and Reginald T. Townsend, vice-president and secretary.

Opens L. A. Office

Western Radio Advertising, Inc., station representative, has opened a Los Angeles office at 520 W. 7th St., under the direction of Ed Soik, formerly national advertising manager of the *San Fernando Valley Times*.

Gets Two New Accounts

Tippett, Jackson & Nolan Advertising Agency, Boston, has been named to handle the advertising of S. H. Couch Company, Quincy, Mass., manufacturer of telephone and signaling apparatus, and the Gill Leather Company, Salem.

Mont. Consumers Prefer Northwest for Purchases

SEATTLE — Central Montana's 125,000 consumers are gradually shifting their buying preferences to the Pacific Northwest—at the expense of the Midwest.

A recent economic study conducted by the Bureau of Business Research of the University of Washington indicates that the citizens of 12 Montana counties east of the Continental Divide prefer buying in markets west of Montana.

Although only a slight preference for the Northwest was registered in the choice of out-of-state markets, among persons with incomes in excess of $5,000 the choice approached a two to one ratio in favor of the West.

Results of a sample of 438 persons, checked by direct interviews or mail questionnaires, suggest that the population growth of the coastal states and their increasing importance as a market for Montana cattle and wheat has stimulated the shift.

"Certain Pacific Coast markets," the report says, "are gaining in importance, and central Montana merchants are making a larger share of their purchases there, particularly in style goods, sportswear and furniture.

"Growing industrialization of the West Coast," the report adds, "will probably accentuate the trend."

MBS Resumes Hooper

Mutual Broadcasting System has reinstated its subscription to the network Hooperatings. MBS stopped buying the service some time ago after C. E. Hooper, Inc., announced an increase in rates.

WMAQ Ups Cunningham

Edward C. Cunningham, who joined the local sales staff in 1941, has been appointed assistant sales manager of Station WMAQ, Chicago.

McDavitt, Childs Join Palm & Patterson

Harry G. McDavitt Jr., formerly director of retail advertising and sales promotion for Brown Fence & Wire Company and Jim Brown Stores, Inc., has been appointed an account executive of Palm & Patterson, Cleveland. John H. Childs has joined the agency as assistant account executive.

Palm & Patterson has been named to handle the advertising of E. A. Stevens Level Company, Newton Falls, O., manufacturer of leveling devices. Hardware and mill supply publications will be used.

'Tribune' Ups Ad Rates

Effective Jan. 1, 1948, the *South Bend Tribune* will increase its flat rate, per agate line, per insertion for general display advertising from 21 cents to 23 cents.

'Time' Transfers Carey

Robert Carey, formerly on the Chicago sales staff of *Time*, has been transferred to the publication's Los Angeles office.

Merchandise Mover

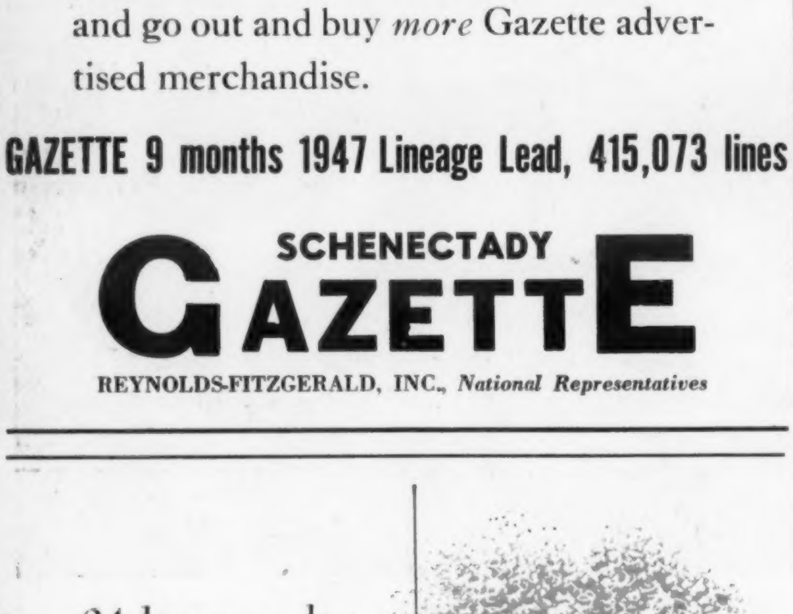
GAZETTE
COVERING SCHENECTADY

When advertising rides on the Gazette's bigger circulation and higher prestige, merchandise certainly moves! And *fast!* Schenectady housewives read the Gazette *in their homes.* Then they hop aboard their own magic carpets (*purchased through Gazette ads, of course*) and go out and buy *more* Gazette advertised merchandise.

GAZETTE 9 months 1947 Lineage Lead, 415,073 lines

SCHENECTADY GAZETTE

REYNOLDS-FITZGERALD, INC., *National Representatives*


24 hours a day

5 days a week

service

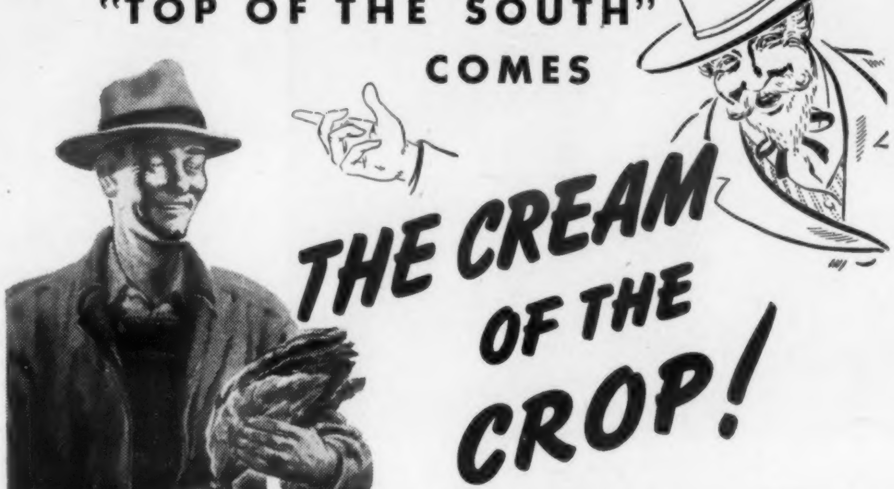
at

Monsen-Chicago

Monsen-Los Angeles

typographers

FROM THE "TOP OF THE SOUTH" COMES



THE CREAM OF THE CROP!

★ Fine tobacco brought over 600 million dollars last year to farmers in SOUTHERN PLANTER LAND

★ Most of the country's finest tobacco is grown in Maryland, Virginia and the Carolinas and it demands the highest market prices. That makes SOUTHERN PLANTER readers a mighty fine crop for you to cultivate. Running a good second to this great crop in 1946 were fruits and vegetables grown in the rich soil at the Top of the South and sold to the tune of nearly another 200 million dollars.

In this rich farming area, the SOUTHERN PLANTER is more widely read than any other agricultural journal. The richness of this market plus the deep penetration of readership of this, the oldest farm paper in America, make a fertile field for advertisers who are looking for SALES. Farm machinery, insecticides, seeds, and fertilizers are but a fraction of the things Southern farmers are buying and can buy. Yes, the Southern planter is a rich man again, and the SOUTHERN PLANTER is his paper. May we give you more detailed information?

Write: SOUTHERN PLANTER
Governor Street
Richmond 9, Virginia
441 Lexington Ave., New York 17
333 N. Michigan Ave., Chicago 1

SERVING THE TOP FARMERS AT THE TOP OF THE SOUTH

The SOUTHERN PLANTER

America's Oldest Farm Paper — Established 1840

More farm families in this area read *The Southern Planter* than any other farm paper.

API Board Boosts PR Expenditures to $1,855,000

(*Continued from Page 1*)

urday Evening Post.

Full-page ads using the theme "Understand Rivalry and You Understand America" have been running monthly in the last four publications for the past three months.

From the inception of the educational program, however, the major emphasis has been upon public relations activities supervised by the Fred Eldean Organization, under the direction of API's public relations operating committee. The operating committee, in turn, functions under the supervision of the API board's public relations committee, of which John M. Lovejoy is chairman.

Some $650,000 was devoted to organizing 12 district public relations committees throughout the country, preparing brochures, printed material, mats, spot radio plugs, mailing pieces and window material to be used by local industry groups.

At its meeting here last week, the API board of directors considered stepping up this expenditure to $1,250,000, of which about $850,000 would go directly to public relations activities. The remaining $400,000 would be used for printing, mat production, agency services (Sullivan, Stauffer, Colwell & Bayles handles the advertising phase) and a second opinion survey. The board did not take final action on the proposed breakdown of the increased appropriation, however.

Three Objectives Sought

Because of the original public opinion poll, API's public relations work has been directed toward three objectives: First, to persuade the public that the oil industry is not a monopoly; second, to convince the people that there is no hold-back on new ideas or developments and, third, that there is no price-fixing. The entire program has been tailored with these ends in view, and will continue in this vein until results of the new survey (tentatively set for the summer of 1948) indicate that a modification might be desirable.

Recounting the achievements of the drive to date, Franklyn Waltman, director of public relations for Sun Oil Company and chairman of the industry's public relations operating committee, declared that throughout the country, oilmen went to work to further public understanding of the industry.

In a booklet distributed within the industry, Chairman Waltman declared that the program is now operative in 47 states, and that 1,000 of the 34,000 oil companies are actively distributing literature, educating employes and pushing the slogan "Petroleum Promotes Progress."

Aimed at Local Level

Some 2,000,000 pieces of editorial material, including pamphlets, mailing pieces, etc., have been distributed; posters, and over 400,000 ad reprints have been used on bulletin boards and in service station windows, and more than 2,200 industry leaders are serving on the 12 district public relations committees, according to Mr. Waltman.

Outstanding facet of the drive is the attempt to bring the campaign down to the grass roots level. Taking its cue from the fact that the people who knew most about the industry felt most cordially toward it, the committee and the Fred Eldean Organization seek to make every executive, supervisor and employe *in* the industry an informed salesman *for* the industry.

Include Other Branches

Nor are the leaders content to confine the educational drive to the sales branch. Committees have been organized in production, refining and transportation fields as well as the marketing organizations. In each of the 12 districts, industry executives have named state committee chairmen. The long-term goal is the setting up of local groups in each city and town in the country.

Speakers' bureaus have been organized in many of the districts to help achieve the goals of the program. Talks before civic, fraternal and other clubs are scheduled by the district chairman, who acts as booking agent.

Although the program has been under way only a year, Fred Eldean Organization representatives cite advertising support from banks, producing companies (which sell nothing directly to the public), and small jobbers as evidence of the campaign's success.

Fear of Control Evident

The public relations counsel does not direct local programs. It supplies manuals, guides, tie-in brochures and advice to industry members who want to cooperate. The larger companies, of course, adapt the material to fit most effectively into their over-all ad programs through their agencies.

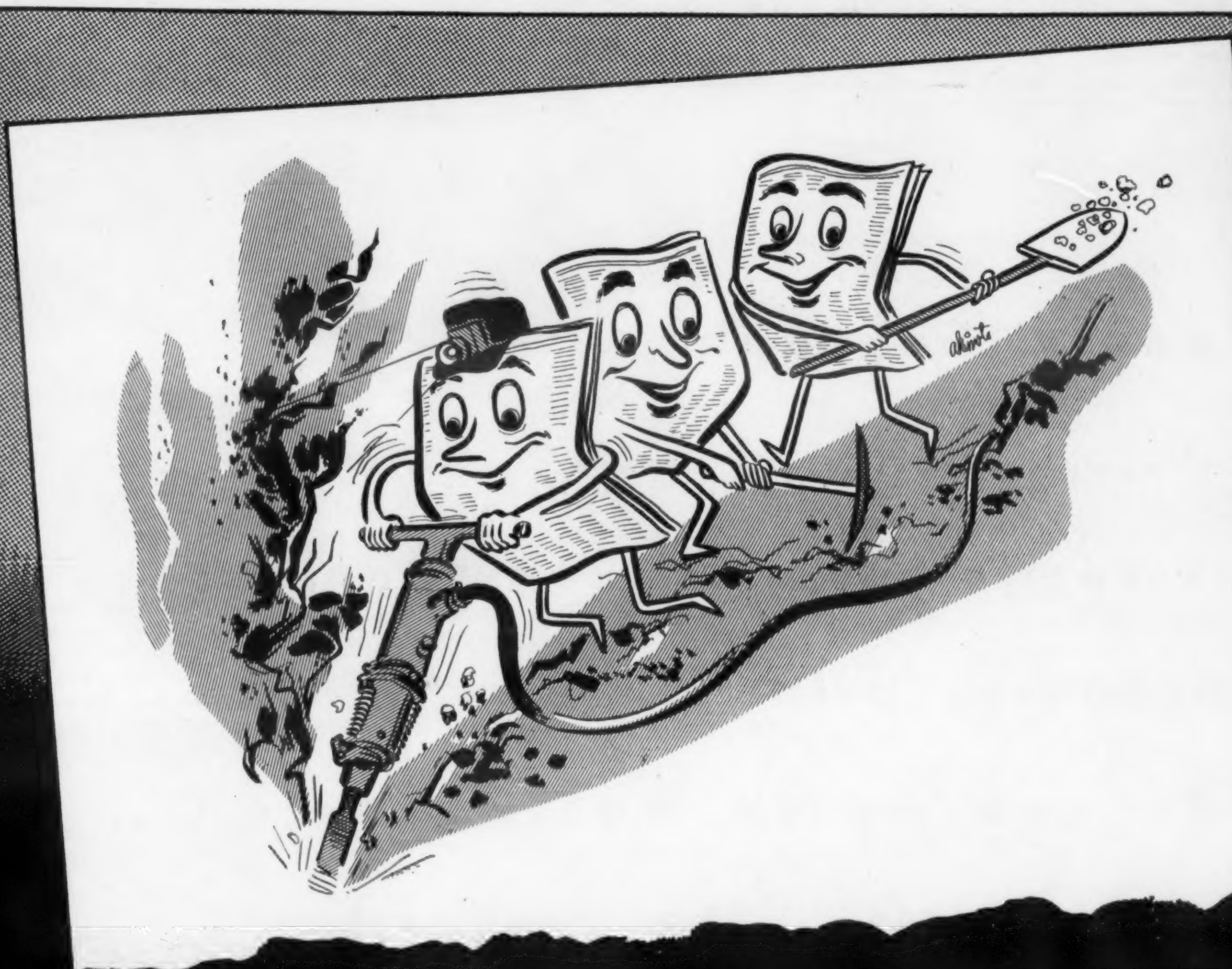
Throughout the entire API meeting, an undercurrent of fear of government regulation was evident. In his speech on industry public relations, for example, John M. Lovejoy, president of Seaboard Oil Company, New York, cited a recent public opinion survey in Texas which showed that 25% of the people in that oil-producing state felt that the government could do a better job of finding and producing oil than the private oil companies. Thirty-seven per cent of the interviewees thought the government could market oil at lower prices than the oil companies.

Mr. Lovejoy called for unity in meeting adverse criticism, as did William R. Boyd Jr., API president. "The petroleum industry," he said, "cannot buy, beg, borrow, nor steal popularity. We can only ask for what we deserve. . . To get something, we must give something. We should increase our industrial consciousness and, as we increase it, the disturbances occasioned by highly vocal and emotional minorities will be diluted and decreased."

TYPOGRAPHIC SALES REPRESENTATIVE

Typographic Plant now seeks a man with good connections as our *typographical sales representative.*

Enlarged facilities now makes it possible to handle considerable more composition. Highest efficiency standards and skilled personnel would help increase earnings through client satisfaction. *Press proof facilities unlimited and fast.* Salary against commission. Write in strictest confidence. Box 6815, Advertising Age, 100 E. Ohio Street, Chicago 11, Illinois.



YOU CAN'T BEAT THE BIG 3 FOR PENETRATION IN THE YEAR-ROUND FLORIDA MARKET

• Results are worth digging for in the great Florida market . . . First in the South in per capita income and sales, second in the East in population gain, and a front-runner in most of the other activities for which markets are indexed.

And results are easy to dig for in Florida, where three newspapers deliver solid family readership in the areas that account for over 53% of the state's total sales. This is the kind of deep-down penetration that spells results, -- and that's what you get more of when you schedule the Big 3 morning papers in the year-round Florida market.

MIAMI HERALD
★
National Representatives
Story, Brooks & Finley, Inc.
★
A. S. Grant, Atlanta

FLORIDA TIMES-UNION
Jacksonville
National Representatives
Reynolds-Fitzgerald, Inc.
★
Jann and Kelley, Inc., Atlanta

TAMPA TRIBUNE
★
National Representatives
★
Sawyer-Ferguson-Walker Co.

Top Coverage in One of the Nation's Top Markets

School Names Gordon

The Phil Gordon Agency, Chicago, has been appointed to handle advertising for Millinery Guild School, Inc., newly organized in Chicago to train milliners and millinery merchandisers. The school, headed by Julian H. Good, executive vice-president of W. H. Goodstein Company and American Millinery Company, is located at 203 N. Wabash Ave.

THE NEGRO
MARKET IS
TERRIFIC!

15 million American Negroes spend **10 billion** dollars a year! If you have food, drinks, jewelry, or any other products to sell, reach this big buying public through the Negro papers and magazines. **Interstate United Newspapers, Inc., 545 Fifth Ave., N. Y.,** can show you how advertising in these publications reap big markets and profits! Write us today.

NOTE: We now have facts compiled by the Research Co. of America on brand preferences of Negroes from coast to coast. Write now for this free information.

Premium Offer Pulls in Bids for 107,852 Ball Pens

SAN FRANCISCO—Orders for 107,852 ball point pens, representing 89,341 individual returns, have been received to date by Sunnyvale Packing Corporation in response to a premium offer made in 15 commercials on the "Meet the Missus" show over 30 stations of the Columbia Pacific Network.

This is about 25,000 additional returns since AA first reported on the campaign (Nov. 10) and quoted from a KNX release which erroneously listed McCann-Erickson as the agency. The San Francisco office of Ruthrauff and Ryan has handled the Sunnyvale account for two and one-half years.

The premium offer was made in one commercial on the "Meet the Missus" broadcast three times a week from Aug. 18 to Sept. 19. A brief reminder was used on three additional shows. Listeners sending in a label from a can of Rancho soup and 25 cents received a ball point pen with chain.

Ruthrauff & Ryan revealed that the premium is self-liquidating.

An assortment of 25 Christmas cards is now being offered by Sunnyvale for one Rancho soup label and 25 cents. This premium offer is currently running on the "Meet the Missus" program over the same network. Point-of-sale displays are backing up the Christmas premium offer.

Names Horton-Noyes

Monowatt Electric Corporation, Providence, R. I., a General Electric affiliate, manufacturer of wiring devices and cord sets, has appointed Horton-Noyes Company, Providence, as advertising counsel.

Fishburn to Rambeau

Junius R. Fishburn, formerly on the advertising staff of the *Chicago Sun*, has joined the Chicago sales staff of William G. Rambeau Company, station representative.

$372,000,000 National Volume Seen for Dailies

(Continued from Page 1)

this advertising in 1947 is 29% more than its estimate of $228,000,000 for it in 1946.

Bell Lists Errors

In an analysis of MAB's report to its magazine members on "national advertising in 1947," William G. Bell, research director of the ANPA bureau, cites a lot of errors.

The first error was AA's own in adding MAB's estimates of $440,000,000 for magazines and farm papers, $295,000,000 for newspapers and $190,000,000 for gross network radio time, and arriving at a three-media total of $825,000,000—when obviously it should have been $925,000,000.

But after this the MAB takes all of the bureau raps.

"In order to understand the estimating methods MAB used," Mr. Bell said, "it is necessary to go back to the beginning of their estimates of newspaper revenue in 1945:

National Advertising in Newspapers
(Millions of Dollars)

	MAB Estimates	ANPA Estimates
1945	$190	$232*
1946	228	270
1947	295	350**

*Compiled by Media Records.

**An earlier ANPA estimate quoted by MAB.

"The 1945 MAB figure of $190,000,000," Mr. Bell explained, "represents Media Records' estimate of national advertising revenues in the newspapers for their 108 Blue Book cities only.

"In arriving at their 1946 newspaper figure, MAB apparently applied the per cent increase in linage and rates (as shown by Media Records' 52-city report and *Editor & Publisher's* joint minimum daily line rates) to their 1945 estimate of national newspaper advertising. The results of such a computation are close enough to assume this:

$190,000,000×109.9% (52 cities' linage increase) equals $208,800,000

$208,800,000×109.7% (increase in joint minimum) equals $229,000,000

"This $229,000,000 (or $228,000,000 according to MAB) is, by implication, an estimate of national advertising revenue paid to those papers measured by Media Records. We cannot determine accurately how much this 1946 figure would differ from a Media Records estimate of total national advertising in newspapers, since they did not compile a figure for that year. But in 1945, a year for which Media Records provided the ANPA bureau with revenue estimates, the 108-city figure was about 82% of the $232,000,000 figure Media Records gave us as representing total national advertising in newspapers."

Figures 25-30% Gain

The MAB's report said: "General and automotive linage in 52 cities reported upon by Media Records showed an increase of 24.8%" in the first eight months of 1947 compared with the same period of 1946. "These," MAB explained, "are the two newspaper linage classifications which take in most national newspaper advertising. Allowing for newspaper rate increases, this would indicate a gain in the newspaper dollar volume of national advertising of around 25 to 30% this year, or a total of about $295,000,000—compared with MAB's estimate of national newspaper advertising in 1946 of $228,000,-

has

Haynes lithography has that "stop, look and read" quality which spells better lithography. . . . Properly printed, the right words can build business—pyramid profits. The "properly printed" part is where Haynes comes in.

There's a Haynes "Rep"
to help you get it better:

BALTIMORE: 30 WEST 25TH STREET • Phone: BELMONT 0861
WASHINGTON: 1140 EAST-WEST HIGHWAY, SILVER SPRING, MD. • Phone: SLIGO 8000
NEW YORK: SUITE 303-4, 424 MADISON AVENUE • Phone: PLAZA 8-2740
PHILADELPHIA: THE INQUIRER BUILDING • RITTENHOUSE 6-5988
CLEVELAND: 1836 EUCLID AVENUE, CLEVELAND, OHIO • SUPERIOR 4029

HAYNES LITHOGRAPH CO., INC.
IN SILVER SPRING, MARYLAND, ADJACENT TO THE NATION'S CAPITAL
○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ FOR CLARITY, COLOR AND CONSISTENT QUALITY

The 1947
ST. PAUL DISPATCH-PIONEER PRESS
CONSUMER ANALYSIS
of the ST. PAUL MARKET

Know
WHERE YOU STAND IN THE BIG
9th Market

The 1947 Consumer Analysis shows what 3000 families think about 1536 products in St. Paul's half of the 9th Market.
You need this factual 176-page report for planning your 1948 campaign.
Write for your FREE copy today!

It will be helpful if you make your request on your business letterhead.
National Advertising Department
ST. PAUL DISPATCH-PIONEER PRESS
St. Paul 1, Minn.
RIDDER-JOHNS INCORPORATED
342 Madison Ave., New York Wrigley Building, Chicago Penobscot Building, Detroit

ST. PAUL DISPATCH-PIONEER PRESS

000.”

Working from $295,000,000 to $228,000,000 and “assuming that MAB allowed a 24.8% increase in linage,” Mr. Bell concluded that “the rate increase MAB refers to is 3.7%:

$228,000,000 × 124.8% × 103.7% equals $295,000,000.

“MAB’s 1947 estimate of national advertising revenues in newspapers, therefore, covers only the 108 cities measured by Media Records. This must be so since all per cent increases were applied to the 1946 base of $228,000,000.”

Questions 3.7% Figure

“Where,” Mr. Bell asked, “did the MAB get its figure of 3.7% as the proper measure of newspaper rate increases?

“The Bureau of Advertising estimate of revenue quoted by MAB is $350,000,000, which we have since raised to $372,000,000. If we apply the linage and rate increases used by MAB to the bureau revenue estimate for 1946 we find:

$270,000,000 × 124.8% equals $337,000,000 × 103.7% equals $350,000,000.

“While we have no exact figures on rate increases, 1947 over 1946, we do have tentative estimates based on the relation of Media Records’ linage figures to Dr. Hans Zeisel’s (McCann-Erickson) monthly index of national newspaper advertising revenues. These estimates indicate an increase in rates since 1946 of about 10%, the bulk of the increase occurring in the first quarter of 1947.

“It is unlikely that MAB would have used the ANPA bureau figure of $350,000,000 to estimate rate increases in view of their apparent belief that our 1947 estimate includes a 10% allowance for production costs, unless they think that our 1946 estimate (and, by implication, all ANPA bureau estimates) also include production costs.”

Production Costs Deducted

(Referring to the ANPA bureau’s earlier estimate of $350,000,000 for 1947, the MAB pointed out that as nearly as we can determine that $350,000,000 figure includes a 10% allowance for art and preparation charges. Taking that out brings the bureau’s estimate down to $318,000,000—which is not too far off from MAB’s current estimate of $295,000,000.”)

“I think,” Mr. Bell said, “that they know better than this, and I believe that their figures tend to discredit their claim that our figures include art and preparation charges.” Probably MAB “got the idea that our 1947 estimate includes these charges from the fact that our figure is based on Zeisel’s index which does include these costs. The fact is that we deduct from our estimates the allowance Zeisel makes for these charges.”

Mr. Bell also probed the appendix to “National Advertising Investments in 1946,” published by Magazine Advertising Bureau, which listed yearly totals of national advertising expenditures in magazines (including national and regional farm publications) and in newspapers, since 1915, and net time charges in national-regional networks and in national spot broadcasts.

Uses Some Gross Figures

He found that the “figures published by MAB for national advertising in magazines (including farm papers) are *gross* figures,” based on one-time rates.

The MAB newspaper figures, he added, “are estimates prepared by the Bureau of Advertising from 1915 to 1928. From 1929 to 1943, the newspaper figures are derived from estimates by Borden, Taylor and Hovde,” in a supplement to Dr. Borden’s “The Newspaper as a National Advertising Medium.” Borden “deducted a correction factor of 6% from the gross estimate to approximate net billings and this figure has been increased by 10% to allow for production costs. The newspaper figures published by MAB eliminate the production cost allowance. They are, therefore, Borden’s estimates of net newspaper billings. The 1944 figure is taken directly from Dr. L. D. H. Weld. . . The 1945 and 1946 figures are estimates by MAB.”

Because “bureau estimates of newspaper advertising revenues are available for the years 1929 to 1943, there is little justification for MAB to deliberately publish several unrelated series of estimates of newspaper advertising. There is no justification for their publication of gross figures for magazines, a combination of gross and net figures for newspapers and net figures for radio.”

FRANK KIRKPATRICK

CHICAGO—Frank O. Kirkpatrick, 64, western manager of *Motor Age*, died here Nov. 10. He had been a member of the Chilton automotive publications’ sales staff for many years.

ALEX S. ROBB

LOS ANGELES—Alex S. Robb, 58, manager of the package sales department of National Broadcasting Company’s western network, died at his West Los Angeles home Nov. 5 after a two-year illness.

Mr. Robb, first manager of “Amos ’n’ Andy,” joined NBC in 1929 as head of its artists service bureau in Chicago. He became manager of the package sales unit in 1941.

E. H. McCARTHY

PASS-A-GRILLE, FLA.—E. H. McCarthy, 47, former manager of the Farnsworth sales division of Farnsworth Television & Radio Corporation, Fort Wayne, Ind., died here Nov. 8 after a year’s illness.

E. F. DETTERER

CHICAGO—Ernest F. Detterer, 59, nationally known authority on type faces and typographical arts, died of a heart ailment here after a five-week illness. He had been custodian of the John M. Wing foundation collection on the history of printing at Newberry Library here since 1931.

The Goodfruit Grower
324 West Yakima Ave. Yakima, Washington
—hand picked fruit grower circulation

WASHINGTON STATE LEADS THE NATION IN PRODUCTION OF APPLES and PEARS
Official Publication OF THE WASHINGTON STATE FRUIT COMMISSION
Covers WASHINGTON STATE

Advertisers!
Agencies!
Win one of these
42
ADVERTISING
AWARDS

A.B.P. offers . . . 42 awards for the best advertising in business papers in 1947

Your entry may win one of the top awards in A.B.P.’s 6th Annual Contest for outstanding business paper advertising. But first, read the rules carefully. (Note especially the standards which A.B.P. sets up for *effective advertising.*) There are seven main divisions. If you have any doubt about the classification of your entry, drop us a line.

CONTEST CLOSES
January 31, 1948

HERE ARE THE RULES—READ THEM CAREFULLY:

1. The awards are given annually to those advertisers who, in the opinion of the judges, make the most effective use of their advertising in business papers as evidenced by: 1 — establishment of valid objectives, 2—adequately informative copy, 3 — pertinent illustration, 4—efficient use of the space and, 5—evidence that the campaign accomplished the predetermined objective. Campaigns may be submitted by advertisers or their advertising agencies. Media advertising and an agency’s own advertising are not eligible.

2. Entries to consist of only three advertisements typical of the entire campaign, which have appeared in business papers included in the following broad classifications during the 1947 calendar year: INDUSTRIAL PAPERS, INSTITUTIONAL PAPERS, MERCHANDISING PAPERS, PROFESSIONAL PAPERS.

3. Every entry must be clearly defined as to the division in which the advertiser desires to be judged:

DIVISION 1. Advertising of Operating and Maintenance Parts and Materials. (Oils, greases, cleaning compounds, repair parts, transmission belts, etc.)

DIVISION 2. Advertising of Fabricating Parts and Materials, Containers and Packaging Supplies. (Metal stampings, molded plastic, bearings, gears, steel sheets, tubes, fabrics, wrapping materials, cans, boxes, paper, aluminum foil, etc.)

DIVISION 3. Advertising of Machinery and Equipment. (Machine Tools, motors, instruments, material handling equipment, hand tools, etc.)

DIVISION 4. Advertising of Primary and Process Materials. (Wood pulp, chemicals, hides, wool, food products, flour, shortenings, plastics, etc.)

DIVISION 5. Advertising of Construction and Engineering Materials. (Fabricated steel, lumber, bricks, roofing, siding, cement, paint, hardware, etc.)

DIVISION 6. Advertising of Merchandise for Re-sale, addressed to dealers and jobbers. (Housewares, clothing, drugs, hardware, jewelry, shoes, glassware, furniture, etc.)

DIVISION 7. Advertising of Services and Group Advertising. (Transportation, management, trucking, research, trade associations, corporation advertising, etc.)

4. Each entry must be accompanied by a brief statement on the advertiser’s or agency’s letterhead, giving:

1. **Objective of each advertisement.**
2. **Reasonable evidence of results obtained in relation to the objective.**
3. **A list of publications in which advertisements appeared.**

5. Entries must be kept simple. Each advertisement must be individually mounted on approximately 60 lb. cover stock with 1" margin all around. Any entries unmounted or over size will be disqualified. Please refrain from ornate or lavish presentations. A simple clip or tie arrangement may be used to distinguish separate campaigns.

6. Awards will consist of certificates of merit for the forty-two business paper campaigns of 1947 which, in the opinion of the judges, are most outstanding. Seven sterling silver plaque awards, one in each division, may be made at the discretion of the judges, to outstanding certificate winners.

7. The judges will be leading men in their fields, qualified to pass on the merits of entries. Their decisions are final and include the right not to grant an award in any division.

8. Awards will be made at a special presentation meeting on April 30th. Entries must be postmarked not later than midnight, January 31, 1948. Address entries to Contest Committee.

In selecting entries you might get some helpful tips by reading “Hit the Road,” and “Ten Ways to Check Advertising Effectiveness.”

THE ASSOCIATED BUSINESS PAPERS
205 East 42nd Street, New York 17, N. Y.
ABP’s BUSINESS IS TO BOOST YOUR BUSINESS

Fairall Names Swanson

George M. Swanson, formerly with Thurston Smith Jenkins Advertising, Flint, Mich., has been appointed an account executive of Fairall & Co., Des Moines agency.

Tucker Wayne Moves

Tucker Wayne & Co., Atlanta agency, has moved from the Ten Pryor Street building to 98 Mitchell St., S. W.

Greatest Industrial Area on Earth!

THE CENTRAL WEST

A multi-billion dollar management market covered completely by the
Chicago Journal of Commerce

Lux Theater Tops Radio Shows, Says Nielsen Index

'Lone Ranger' Out in Front on Basis of Cost Per Home Reached

NEW YORK — Findings of the Nielsen Radio Index, which unlike C. E. Hooper's reports have never been released to the press, are being published for the first time today. The figures were made available by CBS.

Lux Radio Theater (CBS) tops the evening list in average audience rating with a score of 23.1, but places 11th on the homes-per-dollar cost with 301. First in the latter category is General Mills' "Lone Ranger" (ABC), with a homes-per-dollar rating of 878. This program ranks 17th on the audience rating with 14.4.

NBC programs, as in most rating reports, predominate on the radio index, which covers the period of Oct. 5-11, with 13 shows in the 20 nighttime leaders and 11 in the daytime top 20.

Such programs as Walter Winchell, who talks for the Andrew Jergens Company over ABC and maintains a high Hooper average, are conspicuous by their absence. The American network has only one broadcast — "The Lone Ranger"—which rates as a super bargain on this particular index.

How CBS Shows Did

Columbia broadcasts—there are six on the evening list and eight on the daytime list—show up well in the cost-per-homes-covered category. Four of the top five are CBS shows—including two network - produced packages, "My Friend Irma" and Arthur Godfrey's "Talent Scouts." Lever Bros.' "Irma" is in sixth place for audience rating (17.5) and third for NRI homes reached—(459 homes per dollar).

Listed in the order of their rank according to average audience rating, the top 20 night shows on the

Nielsen Figures on Top-Rated Shows

Program	Network	Average Audience Rating	Sponsor	Homes Per Dollar Rank	Homes Per Dollar NRI Homes
Lux Theater	CBS	23.1	Lever	11	301
Fibber & Molly	NBC	19.7	S. C. Johnson	8	322
Bob Hope	NBC	19.1	Lever	15	236
Amos 'n' Andy	NBC	17.9	Lever	13	285
Mr. D. A.	NBC	17.7	Bristol-Myers	6	428
My Friend Irma	CBS	17.5	Lever	3	459
Aldrich Family	NBC	16.5	Gen. Foods	no data	
Screen Guild	CBS	16.0	R. J. Reynolds	no data	
Red Skelton	NBC	15.9	Brown & Williamson	12	301
Charlie McCarthy	NBC	15.2	Standard Brands	17	208
Life of Riley	NBC	15.0	P&G	7	353
Jack Benny	NBC	15.0	Amer. Tobacco	16	214
Big Town	CBS	14.9	Sterling Drug	2	497
Truth or Cons.	NBC	14.6	P&G	10	317
Burns & Allen	NBC	14.5	Gen. Foods	14	262
Talent Scouts	CBS	14.4	Lipton's	5	443
Lone Ranger	ABC	14.4	Gen. Mills	1	878
Fred Allen	NBC	14.1	Standard Brands	no data	
Inner Sanctum	CBS	13.9	Emerson Drug	4	449
Kraft Music Hall	NBC	13.9	Kraft	9	319
		DAY SHOWS			
Our Gal Sunday	CBS	8.9	Whitehall	2	1205
Right-Happiness	NBC	8.6	P&G	10	953
A Girl Marries	NBC	8.5	Gen. Foods	6	1055
Backstage Wife	NBC	8.4	Sterling	12	935
Pepper Young	NBC	8.2	P&G	14	917
Big Sister	CBS	8.0	P&G	1	1250
Helen Trent	CBS	8.0	Whitehall	5	1072
Widder Brown	NBC	8.0	Sterling	11	936
Ma Perkins	CBS	7.8	P&G	18	1193
Aunt Jenny	CBS	7.6	Lever	4	1164
Portia Faces	NBC	7.6	Gen. Foods	9	992
Stella Dallas	NBC	7.6	Sterling	15	888
Rosemary	CBS	7.5	P&G	8	1044
Wendy Warren	CBS	7.2	Gen. Foods	16	791
Ma Perkins	NBC	7.0	P&G	13	746
Lorenzo Jones	NBC	6.9	Sterling	17	772
Road of Life	NBC	6.7	P&G	19	724
Life-Beautiful	NBC	6.5	P&G	20	695
Just Plain Bill	NBC	6.4	Whitehall	13	926
Young Dr. Malone	CBS	6.3	P&G	7	1051

Why industrial leaders choose ILLUSTRAVOX two-way training

QUICK, graphic Illustravox two-way training is the most effective, the least expensive. Trainees learn up to 55% faster, and remember as much as 70% longer than under former training methods.

●● Attention-arresting pictures and spoken words command trainee interest. There are no sleepers, no talkers. Your message is seen and heard, quickly and easily learned. Presented in the home office or in the field, it always carries the authoritative voice of headquarters.

●●● Field-tested and proved in peacetime and war, Illustravox comprises over 80% of all sound slidefilm equipment now in use. In all types of sales, industrial and service training, business leaders agree, *Illustravox two-way training is the one best way.* Plan now to put Illustravox to work for you. Place your order today. The Magnavox Company, Illustravox Division, Dept. AA-11, Fort Wayne 4, Indiana.

* * *

Where To Buy Illustravox. *You can obtain Illustravox equipment through leading commercial film studios and at better photographic supply, and camera stores. Ask for a demonstration today!*

Your story is HEARD
Your story is SEEN

ILLUSTRAVOX
THE ILLUSTRATED VOICE
DIVISION OF THE Magnavox COMPANY · FT. WAYNE
MAKERS OF FINE RADIO-PHONOGRAPHS

IN CHARLESTON,
THE CITADEL
MILITARY COLLEGE OF SOUTH CAROLINA
— *Founded 1842* —

$5,000,000 Plant of The Citadel, as seen from the air.

ANNUAL EXPENDITURES BY THE CITADEL IN CHARLESTON AMOUNT TO $2,000,000

Annual Expenditures by Citadel Cadets and Veteran Students in Charleston Are Estimated to Exceed $225,000

From 33 states, one territory and three foreign countries, cadets are enrolled this year at *The Citadel*. The total enrollment is 1950, of which 950 are veteran students.

More than 6,000 *Citadel* men served in the armed forces in World War II, and of this number 271 gave their lives.

President of *The Citadel* since 1931 is General Charles P. Summerall, Commander of the First Infantry Division and of the Fifth Army Corps in World War I and former Army Chief of Staff.

Since General Summerall became President, both the student body and the physical plant of *The Citadel* have trebled in size.

The Citadel is fully recognized by the Association of American Universities and Colleges and is rated as a Class A Military Institute by the Department of the Army. Cadets are assigned to train in military branches of their choice: Infantry, Artillery, Ordnance, Engineers and Air Corps. Undergraduate degrees offered are AB, BS, BS (CE) and BS (Commerce). A post graduate degree in civil engineering also is given.

The above statistics furnished by the Quartermaster Office at *The Citadel* are based on actual records and survey tabulations.

THE CHARLESTON EVENING POST
The News and Courier
CHARLESTON, SOUTH CAROLINA
REPRESENTED BY THE JOHN BUDD CO.

Nielsen index are shown in the accompanying table.

Nielsen reports are based on findings obtained through the audimeter, a device which is attached to a radio to show when it is turned off and on and its dial position. The index covers, according to CBS research, approximately 63% of the radio population, including rural listeners, who never have a chance to have their say in a Hooper report.

Lists Daytime Shows

It is possible in a Nielsen index for programs which have too low an average audience rating to make the list of 20 leaders to make a better showing in homes-per-dollar-cost than any of those listed, a spokesman said.

A solid list of soap operas made the daytime honor roll. (See table on Page 84).

While many of the Nielsen and Hooper figures show a rather remarkable agreement, many areas of marked disagreement are also visible. For example, Hooperatings for the first half of October (the period most nearly comparable to that covered by the Nielsen figures shown above) showed Bob Hope (Pepsodent) and Fibber McGee & Molly (Johnson's wax) tied for first place with their NBC shows, with ratings of 23. Lux Radio Theater, rated first by Nielsen with 23.1, was rated third by Hooper, with 21.6. Hooper placed Jack Benny in fourth place, with 20.6, and Amos 'n' Andy in fifth place with 19.8. His following 10 nighttime ratings were:

Red Skelton (Raleigh), NBC	19.2
Al Jolson (Kraft), NBC	18.8
Charlie McCarthy (Chase & Sanborn), NBC	17.9
Walter Winchell (Jergens), ABC	17.8
Mr. D. A. (Bristol-Myers), NBC.	17.5
Fred Allen (Standard Brands), NBC	16.9
Screen Guild Players (Camels), CBS	16.7
Bandwagon (Fitch), NBC	16.5
Bing Crosby (Philco), ABC	15.5
Gildersleeve (Kraft), NBC	14.7

Daytime Leaders

Among daytime shows for the same period, Hooper reported "When a Girl Marries," General Food's NBC soaper, in first position with 6.1, followed by Philip Morris' "Queen for a Day," (MBS) which also had 6.1 but a somewhat smaller share of the available audience. Others among the top 10 as reported by Hooper were:

Our Gal, Sunday (Anacin), CBS.	6.0
Breakfast Club (Philco), ABC	5.6
Aunt Jenny (Spry), CBS	5.6
Big Sister (P&G), CBS	5.6
Ma Perkins (P&G), CBS	5.6
Young Widder Brown (Sterling Drug), NBC	5.5
Helen Trent (Whitehall), CBS	5.3
Breakfast in Hollywood (Kellogg), ABC	5.3
Lorenzo Jones (Sterling Drug), NBC	5.3

Chevrolet to Sponsor Royal Wedding Telecast

Chevrolet division of General Motors Corporation will sponsor a 30-minute telecast of Princess Elizabeth's wedding over WMAL-TV, Washington; WFIL-TV, Philadelphia, and WMAR, Baltimore. Produced and packaged by ABC under the direction of Paul Mowrey, television director, the program will be shown Nov. 20, the day of the ceremony.

Campbell-Ewald is the agency for the show, which will feature films of Princess Elizabeth's early life with telephotos of her wedding.

WSAY Denied Injunction Against ABC, MBS

Federal Judge Alfred Cox last week denied a motion by Gordon Brown, owner of WSAY, Rochester, requesting an injunction to prevent Mutual and ABC from cutting off the network broadcasts formerly carried by the station.

Still pending is WSAY's anti-trust suit against the four major networks, asking triple damages of $12,000,000. Mr. Brown alleges "price fixing" by the networks.

Britain to Allow Only Half Credit on Ad Expenditure

(*Continued from Page* 1)

changed by the next tax interpretation."

The new tax plan, outlined to Parliament Wednesday by Chanceller of the Exchequer Hugh Dalton, included, in addition to a provision that only one-half of advertising expenditures could be deducted for tax purposes, extraordinarily sharp increases in sales taxes, ranging up to 125% for such items as jewelry and furs; an increase from 12½ to 25% on distributed profits, and increases in excess profits taxes.

Muddying the situation is the fact that the bill, which is certain to pass, has not yet been introduced in Parliament and apparently has not yet been fully drawn. Copies will not be available until next week, so that specific details are unknown.

Mr. Austin told AVERTISING AGE, however, that export advertising is specifically exempted from the "half-allowance" provision, as is business paper advertising. The export advertising provision applies not only to advertising placed in out-of-Britain media, but also to material produced within Britain, such as catalogs, for use in export markets. Certain to be included in the "half-allowance" provision, however, are press advertising of all kinds, posters, show cards and window displays.

'Not Too Serious'

Thus far there have been no cancellations of advertising commitments, although the picture after the first of the year, when the new measure is likely to go into effect, will undoubtedly be different. But even then, Mr. Austin believes "there will be a scaling down, probably, but not too serious a one."

It is also his feeling that increased tax rates in other areas, such as the excess profits area, may to a large extent mitigate the effects of the ban against full deductions for advertising.

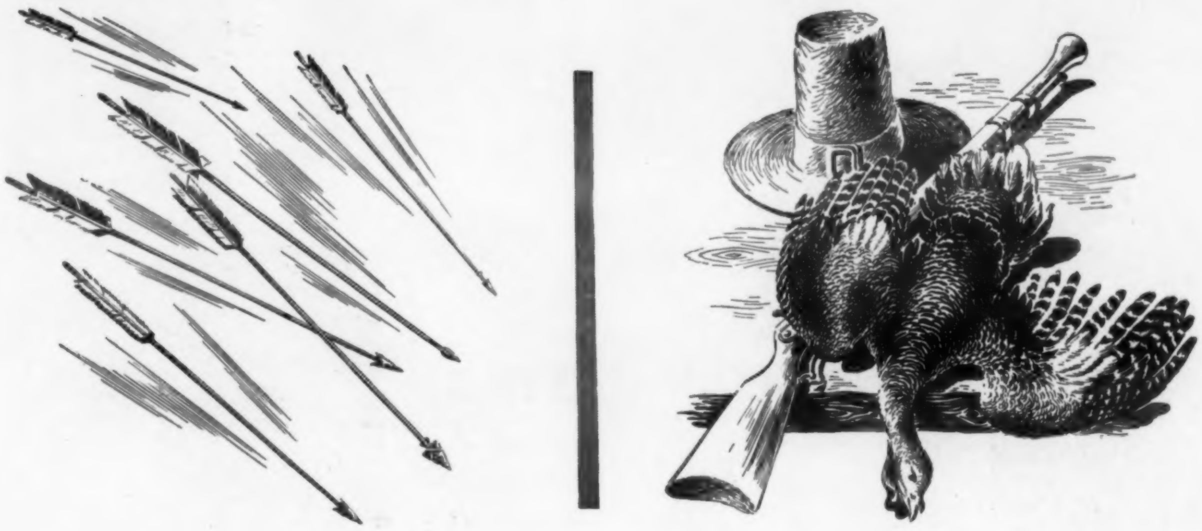
Last year advertising in major media in Great Britain totalled $45,882,648, according to the *Statistical Review*, which measures only newspaper, magazine and business paper advertising. Total expenditures of all kinds for advertising are estimated at about £100,000,000 by *Advertiser's Weekly*, which is the equivalent of about $400,000,000.

This year advertising expenditures reported by *Statistical Review* for the first six months were running between 30 and 40% ahead of last year, but since the end of the second quarter newspapers have again had to curtail use of newsprint, so that 1947 totals will not show gains of this size over the full year of 1946.

In its Sept. 25 issue this year, *Advertiser's Weekly* presented its annual survey of budgets for the coming twelvemonth, and estimated at that time that expenditures during the year beginning Sept. 1, 1947, would exceed those of the corresponding period a year ago by 8.7%.

The new tax provision is sure to throw these estimates out of line, and losses over last year seem inevitable.

★YOUR DIRECT MAIL★
the day you want it
the way you want it
• • •
Direct Mail Specialists
• • •
• Multigraphing • Mimeographing
• Mailing • Addressing
• Addressograph Lists
• Varityper Composition
CALDWELL
LETTER SERVICE
8 WEST ONTARIO STREET
★SUPerior 8154 Chicago★



there's no magic in mere numbers!

Just one well-aimed shot does the job of a whole flight of arrows. And it's that way when you're gunning for home product sales, too. If you're wise, you'll draw a bead on the full-time, adult home-maker and not waste advertising ammunition on the still-in-school, the girls-with-careers, or the steady diners-out.

Today, more and more manufacturers of household goods are shooting straight for their market—at *lowest* cost—through the pages of The American Home. Here you talk to over 2,500,000 active, responsive home-makers—and nobody else. What's more, you reach them when they're in a home-thinking, home-planning, home-fixing mood.

For only folks with *home* on their minds read The American Home. Its editorial pages concentrate on home-making ideas exclusively. So, whether you're advertising foods or furnishings, drugs, kitchen equipment or building materials, your product is in congenial company.

That's why The American Home has a reader magic that hits the sales target every time. *You can prove it yourself.*

FOR HOMEMAKERS ONLY...

The AMERICAN HOME

▶ *More than 2,500,000 families with a consuming interest in the home* ◀

Advertising in the Test Stage

Nabisco Tests New Hot Cereal

NEW YORK—National Biscuit Company is testing copy for a new hot cereal, called Hot Wheatsworth, in upstate New York cities, including Binghamton and Erie.

Copy runs single column, and features four teen-age girls and large bowls. The copy reads: " 'Teen-agers' who taste Hot Wheatsworth want more and more and more because it's wheatier, eatier, high-protein whole-wheat cereal."

The test started in the area about Oct. 30.

McCann-Erickson is the agency.

HURFF BEANS STARTS ADS IN CONNECTICUT

SWEDESBORO, N. J.—The Edgar F. Hurff Company is beginning a test campaign for Hurff beans with pork and tomato sauce in Waterbury, Hartford, Bridgeport and New Haven, Conn.

The campaign includes twice-weekly poster-type advertisements in one newspaper in each city and two Hurff singing weatherman spot announcements daily, five times a week on WELI, New Haven; WICC, Bridgeport; WATR, Waterbury, and WTHT, Hartford. This test drive will extend to March, 1948.

Roy S. Durstine, Inc., New York, handles the account.

STAR TESTS 1-CENT SALE IN 3 CITIES

NEW YORK — Star division of American Safety Razor Corporation has broadened its one-cent sale test, which started in Detroit, to Grand Rapids and Toledo.

Typical copy offers a 10-blade package for one cent when another package is bought for a quarter. The sale is calculated "to introduce new Star sealected double edge blades." Plans for additional cities are indefinite, an American Safety Razor source said. Federal Advertising Agency places the account.

Freer Derides Mason's Proposal for Industry Code

DENVER — FTC Commissioner Robert E. Freer warned the Purchasing Agents Association here Thursday that campaigns against the anti-trust laws undermine the free market and increase the possibility of new federal intervention in the affairs of business.

His remarks were intended as a direct attack on the program of his fellow commissioner, Lowell B. Mason, who has suggested anti-trust immunity for industries agreeing to regulate their own "ethics" through trade practice codes.

"I have recently read several speeches by a colleague of mine which constitute a ringing defense of what he calls 'administered prices,' and in which he decries proceedings of the anti-trust division of the Department of Justice and the commission as a game of 'cops and robbers'," Commissioner Freer said.

Cites Group Action

"I appreciate that business men generally are staunchest defenders of the system of free enterprise," he continued, "yet for some reason they frequently fall for a proposal to 'manage' that system or a part of it in which they are most frequently concerned through group action."

As an illustration, he noted that wholesalers sometimes "pool up" to bring pressure on a manufacturer who sells directly to retailers or on a producer who seeks to suppress an invention which may place competitors at a disadvantage.

Where the free market disappears, government generally steps in to protect the public, Commissioner Freer warned. Pointing to NRA and OPA, he said such government regulation is a poor substitute for the free enterprise "which developed this nation to its present pinnacle of living standards and freedom."

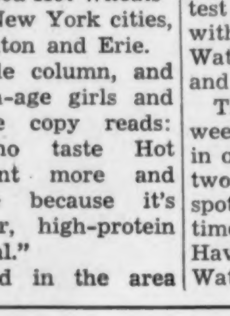
LeRoux Buy Interest in 'Washingtonian'

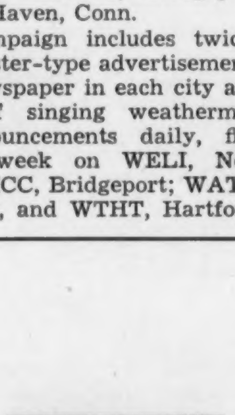
Russell V. Mack, elected to Congress last summer to fill an unexpired term, has sold a major interest in his daily newspaper, the *Washingtonian*, Hoquiam, Wash., to Mr. and Mrs. Robert A. LeRoux.

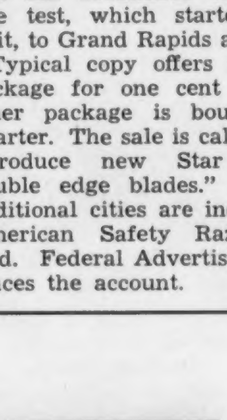
Mr. LeRoux at one time was city editor of the *Washingtonian* and general manager of the *Hoquiam American*. Recently he has been secretary-manager of the Aberdeen, Wash., Chamber of Commerce.

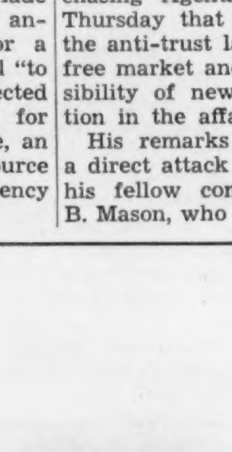
Makes Action Displays

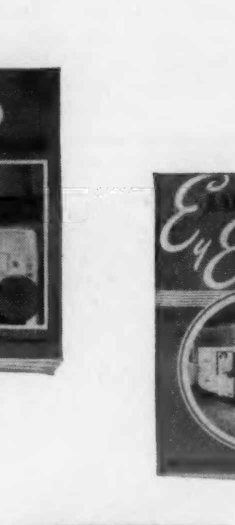
Action Advertising Company has been organized at 2632 18th St., Detroit, for the creation, manufacture and distribution of animated advertising displays. Principals are Martin F. Kaiser Jr. and Leffel Brown, of Kaiser-Brown Company, and Russell Harriman.











5 GOOD REASONS FOR GIVING YOUR LATIN AMERICAN PRINTING TO MAHER

Do you need a good printer especially equipped and staffed to shoulder *all* your Spanish-language printing problems . . . a company with wide experience?

If so, we believe we have something really unique in counseling and printing to offer you.

To be specific, look at the five outstanding Latin American business publications illustrated above. Month after month these Spanish-language magazines flow smoothly through our plant . . . with no more fuss or bother than similar jobs printed in English.

This is only possible because of the following five unique features of our organization:

1 *Our production men who mark up the copy and prepare it for the shop understand the Spanish language. They double-check manuscripts, artwork and all other parts before the job is put into work.*

2 *Our compositors who set the type also know the language. This speeds up their work immeasurably, makes them much more accurate and avoids costly re-sets caused by unfamiliarity with the idiom.*

3 *Our proofreaders are Spanish-language experts, too. They read for meaning as well as for typographic errors . . . they catch misspelled words, misplaced or omitted accents and other errors which are so often missed by proofreaders who can only check the type-set material against the original manuscript.*

4 *Our pressmen and binders have excellent equipment with which to work . . . facilities which make it easier for them to turn out work of the quality which keeps our customers happy.*

5 *As a further service, we maintain a staff of Latin-American ad-men who have first-hand knowledge of Mexican, Central and South American customs and customers. These men enable us to offer authoritative translation, writing and counsel on Latin American marketing and sales promotion problems.*

Next time you have a catalog, price sheet, instruction booklet, direct mail campaign, or in fact any printed matter for distribution in Spanish-speaking America, let one of our men show you the advantages of printing it the Maher way. There is no obligation whatsoever.

John Maher Printing Company

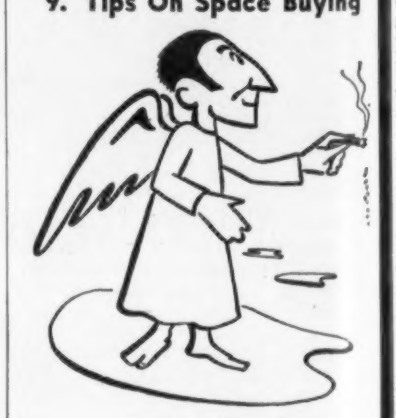
Creators of fine domestic and export printing

DEPT. AA-8 ☆ 2001 S. CALUMET AVE. ☆ CHICAGO 16, ILL.

COUNSELING • TRANSLATION • TYPESETTING • PROOFREADING • PRINTING • DISTRIBUTION

SEND NOW for your free copy of "Preparing Effective Printed Matter for Latin America."

9. Tips On Space Buying

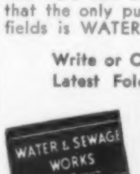


Smart Guy!

You might be surprised to learn the actual number of space buyers who think they know the whole story; who call in the space salesman to show off their knowledge. Fortunately you know that space salesmen are one of your best sources of factual information; stimulus to your thinking on your market.

In selling to the Water and Sewage field you are fortunate that it is small in relation to its large capital investment. A quick, thorough analysis of the publications covering this field can easily be made. You will find that the only publication covering both these fields is WATER & SEWAGE WORKS.

Write or Call Mr. Cocker Now for Latest Folder—Media File Folder



WATER & SEWAGE WORKS

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L. I. Newspaper Hit by Strike of Compositors

ROCKVILLE CENTRE, N. Y.—The feud between James E. Stiles, publisher of the *Nassau Daily Review-Star*, and the International Typographical Union moved into new and more critical stages last week.

On Sunday night members of the composing room night shift failed to appear, and the Monday day shift also failed to report for work. The ITU local charges Mr. Stiles with a lockout. The newspaper appeared Nov. 10, using typewriter-set text and heads on the pages of the newspaper not previously set, and utilizing a hand-lettered headline which declared: "Printers Quit Without Warning—Pull Illegal Strike on Paper."

Appeals to Workers

In an adjoining column, Mr. Stiles published the text of a telegram sent by him to each composing room worker. In it he charged the union with conducting an illegal strike, denied that there is a lockout and asserted that "your failure to continue work violates your contract and might compel me to take drastic measures to protect the paper.

"Do not make it necessary for me to replace you with other workers or to commence civil action against your union for damages resulting from this illegal strike whose only purpose is to save Randolph's (ITU president) face during the failure of his silly no-contract policy. Don't let Randolph and his henchmen use you and your job as a pawn in the game he is playing with the laws of the U. S."

Is 6-Month Dispute

For the past six months ITU Local 915 and the newspaper have been locked in negotiations; during the negotiations the New York state mediation board was called in, and subsequently the *Review-Star* filed suit against the union with the National Labor Relations Board.

The union's demands are reported to include back pay from July 2-Aug. 13, right to work on slide days (time and one-half), and rescinding of the NLRB suit. Mr. Stiles has guaranteed the back pay and some of the men worked their slide days on the week preceding the strike.

The Monday issue was put out by using a backlog of type-cast material, and by the efforts of William C. Fowley, advertising manager; John M. Greene, managing editor; Richard Dooley, assistant to the publisher, and Van H. Fris, circulation manager, who made up 10 of the 12 pages.

On successive days through Nov. 12, the printers had still not reported.

Says NLRB Upholds 'Star'

In the meantime: (1) NLRB had filed a complaint based on Mr. Stiles charges; (2) Mr. Stiles had decided to sue the international union, the local and members of the scale committee; (3) following the failure of printers to report, he was prepared to start filling their jobs, and he warned they would lose all seniority rights, and (4) the newspaper reported that NLRB had cited the union for efforts to evade the closed shop ban under the Taft-Hartley law, and upheld management's charge that the union had failed to bargain collectively in good faith.

Last Minute News Flashes

R&R Executive to Join Alligator Company

CHICAGO—Samuel R. Heymann, vice-president of Ruthrauff & Ryan here, has resigned, effective Jan. 1, to join the Alligator Company, St. Louis rainwear maker, in an executive capacity. He has handled the Alligator account at R&R for nine years. The agency will continue to handle the account.

Ice Industries' Budget to Hit $1,000,000

CHICAGO—The National Association of Ice Industries will increase its promotion and advertising budget from $700,000 this year to $1,000,000 in 1948, most of the added funds to go into advertising. More than $800,000 will be spent in magazines and trade publications. Nine large ice company chains will put up half the fund. Donahue & Coe, New York, is the agency.

Riggio Runs Detroit Test on Coupon Copy

BROOKLYN—Riggio Tobacco Corporation is placing 1,200-line advertisements weekly in the *Detroit News* in a test campaign promoting the postwar return of coupons to Cort cigarets. Copy shows prizes to be won with coupons. Plans are under way to enter the New York market. Ridgway, Ferry & Yocum, New York, is the agency.

Peter Hilton Sets Up Own NY Agency

NEW YORK—Peter Hilton, formerly a vice-president of Donahue & Coe and previously with Maxon, Inc., has established his own agency, Peter Hilton, Inc., at 680 5th Ave. Accounts and personnel will be announced shortly, Mr. Hilton said.

Lipton Runs Test Ads on Spaghetti Sauce

NEW YORK—Thomas J. Lipton, Inc., through Ruthrauff & Ryan, is testing new Lipton spaghetti sauce in dailies in Peoria, Duluth, Green Bay, Madison and Springfield, Ill.

Tax Equality Assn. Spokesman Flays Co-ops at Hearing

WASHINGTON — House ways and means committee hearings on tax exemption privileges of cooperatives reached a key phase Wednesday as the National Tax Equality Association demanded legislation which would make patronage dividends and other co-op "income" subject to the same taxes as the income of other forms of business.

Armed with an 84-page illustrated analysis of co-ops, and a 44-page statement, NTEA Vice-President Garner M. Lester insisted that "tax paying businesses are slowly being strangled by the unfair competition of tax exempt co-ops," and that "national totalitarianism will inevitably result if the American system of private enterprise for profit is supplanted by a subsidized system."

NTEA researchers provided studies of the nation's leading co-ops, purporting to show that vast expansion in the past 10 years had been possible as a result of the plowing back of tax-exempt patronage dividends. Mr. Lester claimed that co-ops are doing $13 billion of tax-free business, and that the Treasury is losing millions of dollars of needed revenue.

Co-ops Attack Hearings

During the first two days of the week, spokesmen for the co-ops had charged that ways and means committee hearings are designed to "wreck" the co-op movement. Committee Chairman Harold Knutson (R., Minn.) insisted they were merely searching for "new sources of revenue" for Treasury.

The NTEA spokesman said development in recent months of co-ops sponsored by CIO and AFL unions to sell food at near-cost levels is dangerous "to taxpaying city business men and to farmer co-ops alike."

"The day may come, as it has in England, when these city consumer co-op stores, dissatisfied with the prices they must pay farmers for foodstuffs, will take the next step, which is to own and operate farms that they will buy out of the profits of their store operation," he said.

NTEA made two demands:

1. That Congress end tax exemption privileges of co-ops.

2. That Congress rewrite the internal revenue code so that "patronage dividends" will be included in taxable income.

Agency Chiefs Boost Ad Program to Promote Texas

EL PASO, TEX. — Southwestern advertising agencies unanimously favor a comprehensive state advertising program for Texas and, in an entirely different field, an adequate propaganda service to foreign countries.

Views of the agency executives were revealed in an unofficial opinion poll conducted by J. Richard Brown, Dallas, first president of the association at its founding 15 years ago, at the fall convention of the Southwestern Association of Advertising Agencies here Nov. 8-10. Twenty-four of the 30 agency men present filled out the questionnaires.

Political Predictions

The poll, which provided some extra-curricular interest and gave El Paso's newspapers a peg for a news story, also showed these results:

Eleven predict a Republican victory in 1948 and 10 a Democratic, with the others non-committal. For the GOP nominee, 10 said Dewey, seven Taft and seven Eisenhower; for the Democrats, 20 said President Truman.

Twenty per cent of the agencies' clients have brought out new postwar products, and 42% have improved products.

Half the group predict a downward sweep in prices coming in mid-1948, while six said 1949 and four 1950.

The association's membership has been boosted to 46 agencies, it was announced, with the admission of Lee, Parks, Greer & Hawkins and Steele Advertising Agency, both of Houston, and Erick de Bruyn, El Paso.

Officers Named

Lowe Runkle, president of Lowe Runkle Company, Oklahoma City, was elected president of the association, succeeding Thomas F. Conroy, president, Thomas F. Conroy, Inc., San Antonio. Monty Mann, vice-president, Tracy-Locke Company, Dallas, was named vice-president and Alfonso Johnson, Dallas, was reelected executive secretary and treasurer.

Holding of the convention in the remote border city of El Paso—600 miles from Dallas and about as far or farther from other member cities—was a mark of honor to Dan White, partner in Mithoff & White Advertising, El Paso, past president of the association. Next year's meeting will be in Houston.

Javits Asks Board to Aid Europe's Reconstruction

NEW YORK — The problems of European reconstruction—and especially of feeding Europe through this winter — dominated the 39th annual meeting of the Grocery Manufacturers of America here last week.

Congressman Jacob K. Javits (R., N. Y.) urged a three-point program: "Allocations and set-asides of food for foreign relief; an intensive voluntary food conservation program, and permitting dollars to be made available for the purchase of food anywhere in the world where the best prices can be obtained."

Gardner Cowles, newspaper and magazine publisher and radio station operator, pointed out, however, that "It still costs more in the United States today for government than for food." He urged reduction of government spending, "so that we can pay for the Marshall Plan and have tax reduction and have a balanced budget so as to avoid inflation."

Stassen Offers Program

Seven steps by which the United States can "meet the challenge which the food facts of the world place before us" were outlined by Harold E. Stassen, presidential candidate:

1. We should support the president's voluntary save-food program, but "seek its constructive modification."

"2. The government should announce a definite policy of maintaining a price relationship between grains and meat so that it does not pay to finish cattle with cereal grains.

"3. A top caliber American agency should be established to supervise the aid to Europe.

"4. Full use of food products which are in surplus supply.

"5. Strict limitation on industrial or distilling use of cereal grains between now and next May.

"6. Rejection of compulsory rationing or price control.

"7. Early steps to aid production of farm tractors and of fertilizer in Europe."

Clarence Francis, chairman of General Foods Corporation, called for a long-range all-out movement to increase world food production and for a "world balance sheet" of food to forestall miscalculations and emergencies, if possible. (News of other GMA sessions appears on Pages 42 and 46).

Paint Industry Raises Funds for Ad Drive

The National Paint, Varnish and Lacquer Association has completed the financing for its proposed advertising campaign to maintain and expand its market, it was announced last week at the group's annual convention in Atlantic City.

E. T. Trigg, president, said members have agreed to subscribe a minimum of $500,000 annually for three years, and that at least 75% of the total of Class A members as of October, 1944, will be subscribers. Selection of an advertising agency is to be decided later by an industry committee.

Schedule Sales Congress

The 11th Midwest Sales Congress, sponsored by the Chicago Sales Executives Club, will be held on the afternoon and evening of Nov. 20 at the LaSalle Hotel, Chicago.

Elects McManmon

Arthur T. McManmon has been elected president of Donnelly Electric & Mfg. Company, Boston.

News Item: Hope and Pepsodent Are Still Hitched

CHICAGO—Despite the rumors of friction and split-ups, Bob Hope and Pepsodent are still tied with a contract which extends to 1953, and which is not being breached.

There was some friction over whether the comedian should go to England for a "command performance" on Nov. 24, but it was all ironed out amicably late Tuesday night in New York, and the following day J. Hugh E. Davis, Foote, Cone & Belding executive vice-president, saw Bob Hope off to his ship amid general protestations of amity on all sides.

Pepsodent admits that it didn't particularly want Hope to go to Europe. It didn't want to take a chance on three over-seas cut-ins, nor did it have any desire to finance a trip for the entire cast. But now it's all settled.

Friends Help Out

Some of Bob's friends, including Fibber McGee and Molly, Amos 'n' Andy, Red Skelton and Eddie Cantor, will take over for Bob on next Tuesday's show, along with the regular cast. Then on the following Tuesday, Nov. 25, Bob will be cut in from London with a report of the royal nuptials, and will have as his guest Sid Fields, famous British comic. The rest of the show will originate here, as usual.

For the Dec. 2 broadcast, which Hope would also miss if he took the first available ship (which would land him in New York Dec. 3), plans are still open. Hope either will fly back so he can arrive on time, or he will arrange another substitute show, similar to that planned for next week.

The Hope trip to Europe resulted from a "command performance" invitation in which the British Cinematograph Association, which corresponds to the Screen Guild here, invited the American motion picture industry to send six stars, to take part, with British stars, in a special performance on Nov. 24. The trip of the six U. S. stars is being financed by Barney Balaban, president of Paramount Pictures.

Irwin to Leave Ford PR Post

DETROIT—Resignation of James W. Irwin as director of public relations was announced last week by the Ford Motor Company. His successor has not yet been named.

Mr. Irwin, who joined Ford last March as public relations chief and later was made a member of the company's policy committee, will take over the Cleveland-Buffalo-Pittsburgh territory for Metropolitan Motor Coaches, Inc., which will succeed Transit Buses, Inc., as exclusive distributor of Ford buses.

The new company will be headed by William B. Livingston, consultant, who has aided in the designing of Ford coaches. Directors include Ernest R. Breech, executive vice-president of Ford; J. R. Davis, Ford director of sales and advertising, and A. J. Browning, Ford director of purchases.

Joins Kastor, Farrell

Kenneth F. Greene, formerly with L. E. McGivena & Co., New York, has joined Kastor, Farrell, Chesley & Clifford, New York, as an account executive.

Lumite Appoints Geyer

The Lumite division of Chicopee Mfg. Corporation, Cornelia, Ga., has appointed Geyer, Newell & Ganger, New York, to handle its advertising, effective Jan. 1, 1948.

They're the BUYING Audience of CHICAGO

They're CHICAGO'S Most IMPORTANT Million

They're the READER-FRIENDS of the Chicago Daily News

Percentage of Chicago Daily News Families in Each Income Group:—

Over $7,499 . . . . . 10.8%
$5,000 to $7,499 . 13.9%
$3,000 to $4,999 . 39.6%
$2,000 to $2,999 . 23.3%
Below $2,000 . . . 12.4%

These figures were obtained by an independent survey, conducted exclusively among regular Daily News readers, representing a valid cross-section, house-to-house sampling.

It is not the *number* of people that determines the value of a market. It is the number of people who can *buy—and keep on buying.*

This truth is significantly emphasized by the income figures at the left. Here is a vast, concentrated pool of dollars available for spending. For steady spending. Spending for a great variety of things.

Chicago's most IMPORTANT million buyers! In fact, more than a million by a very conservative estimate. Reached by a single HOME newspaper — a HOME newspaper with SELECTED mass circulation—the Chicago Daily News.

If you cannot get into these Daily News HOMES with what you have to say, you can hardly expect to get in with what you have to sell!

CHICAGO DAILY NEWS

For 71 Years Chicago's HOME Newspaper

JOHN S. KNIGHT, *Publisher*

DAILY NEWS PLAZA: *400 West Madison Street,* CHICAGO

LOS ANGELES OFFICE: *606 South Hill Street*
NEW YORK OFFICE: *9 Rockefeller Plaza*

DETROIT OFFICE: *407 Free Press Building*
SAN FRANCISCO OFFICE: *Hobart Building*